

Advertising in Nigeria: A Profession or a Vocation

Emmanuel Olurotimi Olubodede*

Abstract

This paper examines whether advertising practice in Nigeria is a profession or vocation. The Paper elucidate the concepts of advertising, profession, vocation, differences between a profession and a vocation, and enumerates professionalization of advertising in Nigeria. It exposes why advertising is not yet a full profession in Nigeria. It concludes that advertising is more a profession than a vocation in Nigeria.

Key Words: Advertising, Ethics, Expertise, Profession and Vocation.

Introduction

Today, advertising is ubiquitous that cannot be eluded. This assumption may not be far-fetched because whether voluntarily or through deliberate action, every individual is exposed to advertising. From the wall papers or posters in our bedrooms, radio or television sets in our sitting rooms to billboards or signage strategically positioned on our roads and streets we are exposed and affected with advertising on daily bases (Ayozie, 2020). Perhaps, Hovland and Wolburg (2015, p. 1) are compelled by this reality when in their statement they revealed thus: “we are exposed to one form of the advertisement or the other everywhere -even in our bedrooms.”

Advertising has become a purveyor of a global culture through which peoples of diverse nationalities share common lifestyles, attitudes, and behaviour because of their common exposure to global advertising. Like cultural wallpaper, advertisements are emblazoned across our billboards, broadcast on radio and television as well as printed on the newspapers, magazines and of course, dotted on posts across bus stops. They flicker encouragingly to passers-by and sometimes point direction to audience to visit nearby shopping centers to make some sales. It is with this feeling that Burgh-Woodman (2018) concludes that advertisements wrap around virtually every space in which we go about our lives.

Suffice to say that, advertisement from this perspective enthralls us to listen, read, see, and watch its many forms and nuances, and ultimately affects people's lives, making it one of the most potent socialising influences in the modern world. Consequently, advertising audience sometimes picked their attitudes, aspirations, beliefs, choices, ideas, and values from the type of advertisements to which they are frequently exposed (Ayozie, 2020; Kaser, 2012; Olatunji, 2018; Onyeniyi-Onuorah, 2005; Rabi, 2009; Veerkumar and Jaiswal, 2015). In line with this notion, it is assumed that brilliant advertisement ideas can advance the industry, build socialisation and encourage civilization and growth.

* **Emmanuel Olurotimi Olubodede**, Department of Mass Communication, Faculty of Social Sciences, Adekunle Ajasin University, Akungba-Akoko, Ondo State, Nigeria. 08035818242, Olubodede@gmail.com

According to Kaser (2012, p.13), “successful advertising does more than selling products because it is handled by a professional, it touches us, evokes emotions, sparks discussions, and educates us.” Moreover, apart from being a veritable tool of education and socialization, advertising provides proper etiquette of behaviour and standard of performance. This situation emerged from the need to properly communicate product-information to people who hitherto knew nothing about them. The need, therefore, to properly communicate product information to sell those products in themselves requires a professional to handle.

Advertising industry appears to struggle with appreciable professionalism. There are recent improvements in the regulatory framework of advertising in Nigeria (Udenze & Aduba, 2020). Increased opportunities for business in the persuasive and marketing communication industry are appreciated (Bisaria, 2011; Olubodede, 2013a). However, one cannot certainly say that advertising in Nigeria has attained optimal professional status and relative appreciable professionalism. As such, this paper draws on the curiosity surrounding progress made in the advertising industry in Nigeria, but also seeks to show the broader picture of the nature of advertising professionalism in Nigeria.

However, there is an issue with the understanding of professional advertising; especially, in relation to contemporary inroads surrounding rejuvenated creative artistry. Hence, some folks seem to argue that advertising is more of vocation than profession. Nonetheless, communication and media education has equally grown, and amidst the attitude of welcoming those who are not formally trained in allied advertising disciplines, one is left to wonder the faith and seriousness of advertising regulation and relative professionalism. Among other relative concerns, this paper attempts to unravel the evolution of the advertising professionalism in Nigeria, as well as ascertain the contribution of formal education. this paper also examines the nature and role of advertising regulatory framework and allied advertising professionalism issues in Nigeria.

Advertising: Advertising in this paper is not hawking; it is not the use of sales vans. It is not displaying wares at the front of our houses, at a stand in a corner or at a market place. Advertising in Nigeria has evolved from its crude stage of physical display of wares or using town criers to announce the availability of good and services to become a big industry contributing significantly to the Nigerian economy (Asogwa, 2020; Bardi, 2015). Advertising in this context does not have a universally accepted standard definition Ayozie (2020). Different scholars have variously defined it according to nuanced perspectives. Evans (2013) posits that advertising has the attraction of being a many-sided and fascinating pursuit. Sinclair (2012) is of the view that advertising is defined to suit various perspectives and disciplines. Communicators see advertising as the transfer of an idea, attitude, and information from one person to another through a medium (Sheehan, 2014; Vaz, 2011). Another reason for the difficulty in arriving at an accepted definition of advertising is that Advertising is a continuously evolving term. Therefore, many people have different notions to the meaning of Advertising (Taplin, 2013; Hovland and Wolburg, 2015). Another reason is that advertising is culturally based or subject to culture. There is a palpable relationship between advertising and culture of the society where it is being practiced (Olatunji, 2018;

Vaz, 2011). Another reason is that advertising is dynamic and subject to changes that may arise from knowledge impact and technological advancement (Arens et al, 2011; Hovland and Wolburg, 2015; Thorson and Rodgers, 2019; Vaz, 2011; Weigold and Arens, 2018).

The following are some of the definitions of advertising:

British Institute of Practitioners in Advertising (BIPA), the body which represent advertising agencies in Britain, defines Advertising as “the means of providing the most persuasive selling message to the right prospects at the lowest possible cost.

According to American Marketing Association, “advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services, by an identified sponsor. The media used are print, broadcast, and direct.” Albert Lasker, one of the renowned advertising scholars, defines advertising as “salesmanship in print.” Arens et al (2011) define advertising as “a structured and composed non-personal communication of information, usually paid for and usually persuasive in nature about products (goods, services, and ideas) by identified sponsor through various media. Weigold and Arens (2018) defines advertising as “a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

ARCON (2022) defines advertising as “any act, action, activity, construct or undertaking directly, or indirectly, intentionally, or unintentionally, aimed at creating, planning, strategising, managing, developing, producing, propagating, servicing or facilitating an advertisement, brand or marketing communications ideas.”

All the definitions of advertising cannot be cited in this paper because they are numerous. Contemplating the features of Advertising, functions of Advertising and many of the definitions of Advertising as well as the current trends in Advertising in line with the context of this paper, Advertising can be defined as the art and social science of analysing trends, packaging and disseminating educative, informative and persuasive messages about an individual, group, organisation or product (good, service, image and idea) through paid media by an identified sponsor to a target audience at the lowest possible cost.”

Profession: In connection whether advertising is a professional endeavour, it may suffice to recall that the definition of profession has been variously debated by scholars to the extent of having divergent schools of thought. Saks (2012) identifies two schools of thought on the definition of profession as taxonomic approach and neo-Weberian approach. Taxonomic approach preaches that for an occupation to become a profession, it must have a strong knowledge and expertise acquired from higher educational institution while neo-Weberian approach posits that an occupational group must have a legal boundary that mark out the position of specific occupational group before it can become a profession. Neo-Weberian approach does not support that an occupation must possess certain knowledge and expertise before it can be a profession. In view of diverse views on the concept of profession, it can be deduced that profession has been defined in different ways by

different people based on the perspective at which individuals or group look at it. Summarily, profession can be described as an indicator of trust and expertise (Evetts, 2011; Freidson, 2001; Hassan, 2020).

Australian Council of Professions (2003) describes profession as a disciplined group of individuals who adhere to ethical standards and who hold themselves out as and are accepted by the public as possessing special knowledge and skills in a widely recognised body of learning derived from research, education, and training at a high level, and who are prepared to apply this knowledge and exercise these skills in the interest of others. It is fundamental in the explanation of Profession that a code of ethics governs the activities of each Profession. Such codes require behaviour and practice beyond the personal moral obligations of an individual. They define and demand high standards of behaviour in respect to the services provided to the public and in dealing with professional colleagues. These codes are always enforced by the Profession and are acknowledged and accepted by the community.

Some of the attributes of a profession can be summarised as follow:

1. It requires *extensive* training of an *intellectual* character.
2. Its services are vital to society's well-being.
3. Its practitioners usually have a high degree of autonomy in deciding how to carry out their job.
4. Practitioners must undergo a process of certification or licensing by the state in order to be eligible to carry out certain tasks or provide certain services.
5. Licensing gives practitioners an exclusive legal right to provide those services.
6. Professionals are usually organized in societies.

Professionalism is the standard required in a profession. The standard may be the skill, competence, or character expected of a member of a profession. This is the high standard which is expected of a person who is in a profession. Professionalism comprises the personally held beliefs about one's own conduct as a professional. It is often linked to the upholding of the principles, laws, ethics, and conventions of a profession as a way of practice becoming a profession (Freidson, 2001; Evetts, 2011). For instance, professionalism in advertising practice refers to the standard set up by the body that may be regulating and controlling advertising practice to guide advertising practitioners. It is mandatory for whoever want to practice advertising to abide by the dictate of the ethics of the profession. According to Okiyi and Eteng-Martins (2015, p. 72), "The defining line between professionalism and quackery in any sector is by abiding by the ethics or moral codes of conduct guiding it".

Professionalization is the pattern of how a profession develops including the process of becoming a profession Australian Council of Professions (2003). A professional is a member of a profession. Professionals are governed by codes of ethics, and profess commitment to competence, integrity and morality, altruism, and the promotion of the public good within their expert domain. Professionals are accountable to those served and to society.

Vocation: Vocation has been variously explained by several people. These views can be grouped into two: some people see a vocation a divine call from God. This is why Ebertz (2015) defines Vocation as “one’s response to a call from beyond oneself to use one’s strengths and gifts to make the world a better place through service, creativity and leadership.” They say that vocation is what you do in your volition. It is either divine or ordained by God. One of such examples is a priest. They also posit that to love is a vocation.

The second group sees it as occupation, job, employment or anything one does for a living such as teaching, nursing, lecturing etc. They conclude that a vocation is a strong feeling of suitability for a particular career or occupation. That is, vocation is a strong impulse or inclination to follow a particular activity or career (Encarta, 2009; Oxford Languages). The latter view will be adopted for this paper. Therefore, vocation can be described as any job or occupation that one does for living.

Some Differences between profession and vocation include: Profession refers to the career that one opts for, getting extensive training and acquiring special skills to become eligible for a job in it. It requires training and qualification from a wide body of learning such as higher institution which may be a college or university. Vocation is the innate ability in an individual towards a particular occupation. It may be a job that requires a particular set of skills acquired through experience or through training but not necessarily dependent on a college degree.

Though both vocation as well as profession indicates the career or the occupation through which an individual makes a livelihood, vocation is a broader term than profession.

Profession requires training and qualification whereas vocation is the innate ability in an individual towards a particular occupation.

Code of ethics is fundamental in profession. Members of such profession must adhere to it. This is not applicable to vocation.

Professionalization of Advertising Practice in Nigeria:

Organised advertising which Okiyi & Eteng-Martins (2015) refers to as formal advertising started in 1928 with the advent of West African Publicity Ltd who pioneered advertising agency in Nigeria. It is often said that modern advertising started in 1859 when Iwe Iroyin fun Awon Egba ati Yoruba was established, it was classified advertisements brought to the newspaper by whoever wanted to advertise (Chudi and Onyeonwuna, 2020; Olatunji, 2018). Advertising was not coordinated. With the emergence of formal advertising in 1928 in Nigeria, there was the growing number of individuals who took advantage of the bludgeoning commercialization in the country to set up their own advertising practice. Unlike how the practice was carried out by West African Publicity Limited which was affiliated to advertising bodies in London (APCON, 2000, p. 12), the same could not be said for the numerous local agencies that flooded the Nigerian landscape at the time. This led to sharp practices, fraud, and unethical practices in the activities and processes of advertising that called for regulations and statutory controls. It was expected that with regulations: Statutory regulation or self-regulation will bring about the maintenance of standards, emergence of credit-worthy agencies, and prevention of the mushrooming of agencies, shutting

out of quackery. An attempted to co-ordinate or professionalise advertising can be said to be in 1963 when Mr. Kelly of Afro-media brought clients that patronised outdoor advertising intensively together to form an association known as Outdoors Advertising Contractors Association of Nigeria which was later renamed Outdoor Advertising Association of Nigeria Aransiola, (2017). Although OAAN is a sectoral association, its primary objective was to constitute a body to deal with the government.

The promulgation of enterprise promotion decree 4 of 1972 which was popularly known as indigenisation policy transformed key positions in corporate organizations to Nigerians. The decree had tremendous impact on advertising industry for advertising was one of the enterprises that were not to be handled by foreigners. Through this policy, Mr. Silvester Muoemeka emerged the first indigenous chief executive of Lintas. Lintas further empowered more Nigerians to take up the business of advertising. Some broadcasters left their job to join advertising industry. Consequently, many Nigerians join the industry and advertising became all corner affairs. To regulate, control and standardise advertising practice, the practitioners held a meeting at Ebute-Metta in 1973 where association of advertising practitioners of Nigeria (AAPN) was formed with Dotun Okubanjo as the first elected President. The pioneering members of the association were Messrs I. S. Moemeke, Banjo Solaru, Olu Falomo, Dotun Okubanjo, Olu Adekoya, Leye Adedoyin, Prince Kunle Adeosun, Biodun Sanwo. These and many other patriots worked hard to establish and advance the advertising practice (Olatunji, 2018).

The major functions of the association were to regulate the activities of individuals and corporate members practicing advertising in Nigeria. The constitution and rules of AAPN empowered the Executive Committee to warn, admonish, reprimand, suspend or terminate the membership of any member or organisation who commits an act or conducts itself in such a manner that the Exco shall deem it to have Violated such standards as may be established or prescribed under rule of the constitution; Brought or likely to bring those engaged in Advertising into disrepute (Asomata and Araka, N.D.). However, the association could not fully regulate advertising because it lacked legal capacity for advertising profession was not brought into the legal framework. Until the promulgation of APCON decree 55 of 1988, advertising practice was not backed up with law and there was no required knowledge and expertise for being an advertising practitioner. According to taxonomic approach and neo-Weberian approach, advertising in Nigeria was not qualified to be a profession because advertising did not have specific standard of knowledge and expertise as well as legal boundary to operate. However, as the industry continued to grow, and more people were captivated, it became imperative to establish an institution to regulate advertising practice. Consequently, Advertising Practitioners Council of Nigeria (APCON) was established by decree 55 of 1988, with ammendenments in subsequent years, and now Advertising Regulatory Council of Nigeria (ARCON Act of 2022) to control, discipline and regulate advertising practitioners in Nigeria.

The objectives of the ARCON Act of 2022 like the APCON before it was to among others: (a) exercise exclusive power to determine, pronounce upon, administer, monitor and enforce compliance by persons and organisations on

matters relating to advertisements, advertising, and marketing communication in Nigeria, whether of a general or specific nature. Creates and provides regulatory framework for the Nigerian advertising and marketing communications industry and all matters related to it and specifically to (b) ensure that all advertisement exposed and directed at the Nigerian market is legal, decent, honest, truthful, respectful, and mindful of the Nigerian culture, constitutional tenets and relevant lawful enactments, prepared with high sense of social responsibility, devoid of misinformation or disinformation in advertising and marketing communication (APCON, 2012; APCON, 2017; ARCON, 2022; Onuorah, 2020).

Code of Advertising Practice in Nigeria: Overall, advertising must be seen as professional and ethical (Ayozie, 2020; Okiyi & Eteng-Martins, 2015; Bardi, 2015). Ethical Considerations is highly imperative in Advertising Practice in Nigeria. Ethics consists of certain rules and standards of conduct recognized in building a professional body or association such as advertising. A profession provides a code of ethics and conduct to guide members in their practice Ayozie (2020). APCON has a comprehensive Code of Ethics covering every aspect of advertising in Nigeria. The code outlines general principles on marketing communication which include legality, good test, sex should not be exploited either in obvious or implied terms, advertisements should not encourage negative myth and supernatural belief etc. (APCON, 2012). Advertising in Nigeria has robust code of ethics that must be adhered to. However, there are people who are practicing advertising in Nigeria today who are not members of ARCON which negates the principles of advertising practice in Nigeria as stipulated in the APCON code. They are not ready to abide or obey the Nigeria code of advertising practice. Perhaps, the new act which empowers ARCON to be in total control of advertising and marketing communication in Nigeria will stop that. ARCON Act, 2022 stipulates that whoever wants to practice advertising must have a practice license. Such license can be withdrawn if the licensee violates any aspect of the act. Therefore, there is need for a comprehensive code of advertising practice that expatiates the new act.

Formal Training: there is a seeming general belief that any profession has to depend on some forms of formal training and education. One of the vital aspect of a profession is the acquisition of knowledge and skills in a widely recognised body of learning derived from research, education and training at a high level. Advertising education can be said to have started at the commencement of mass communication education in Nigeria (ayozie, 2020). However, until the enactment of decree 55 of 1988, there was no educational standard for practising advertising in Nigeria. This created room for anybody to practise advertising. “any practice that lacks adequate training, education remains a craft which is subject to amateurish entrant, quackery, unthinkable complexities and ethical difficulties” Olubodede (2013b).

Although advertising practice is not historically connected to formal education in Nigeria, contemporary reality demands that any practice that want to be relevant and maintain good standard, must have a well-structured educational standard to support it. That is why Onwugbena (2004) emphasis that “education is

the service industry for the growth of individuals and the society.” After three decades of the establishment of APCON, there is no a robust standard of education that can qualify advertising as a profession. Until the unbundling of Mass Communication, which is yet to fully commence, advertising is paired with public relations in almost all our universities.

Advertising courses that are offered in such universities are infinitesimal to what may be required for a profession. It is paradoxical that many of the lecturers who are teaching advertising courses do not have advertising backgrounds. Many of them are not registered with ARCON. It takes about seven to ten years of rigorous formal training and practice for a person to be qualified as a lawyer or a doctor (Aukett, 2017). Although the new act stipulates that minimum qualification should be a degree or HND ARCON (2022) in Nigeria, the degree or HND is not limited to advertisements. It may be in Graphic Art, Marketing, Mass Communication and other assumed related disciplines. In the APCON code, a person without advertising education can be a full member of ARCON provided he/she has been practising advertising for seven years (ARCON, 2022). This is not in conformity to professional standard. For one must possess advertising expertise from a recognized university for certain number of years before he/she can practise. That is why advertising industry is not always included in the knowledge-intensive business services sector (Hermelin, 2009). Career in advertising should begin with a comprehensive undergraduate education. A bachelor’s degree in advertising foundation in the creative, management, interpersonal and analytical skills should be required to work in the field. Coursework in business, consumer behaviour and media combined with classes in design, copywriting and photography will prepare students to develop effective advertising campaigns when employed in agencies. (<https://www.learnhowtobecome.org>).

Autonomy: Another vital issue is the autonomy of the professional body (Aukett, 2017). The promulgation of decree 55 of 1988, amended in subsequent years and now ARCON Act, 2022 brought advertising to the limelight of professionalism. The decree established APCON and empowers it to regulate and control advertising industry and advertising profession in Nigeria. Analysts have condemned the act saying that there will be conflict of interest because advertising practitioners are to make profits, at the same time, engaged in competition among themselves, their capacity to regulate objectively and altruistically can be impaired (Onuorah, 2020). Onuorah further explains that in the past, those on the saddle in APCON had faced a moral dilemma in the performance of their official duties when their business interests were subject of regulatory adjudication. Momoh (2005) in Onuorah (2020) said that it was improper for the practitioners to be judge in their own case. The new act does not solve this problem. The new regulatory body is not different from the former in this line. ARCON is not autonomous. It is being regulated by government. Those who are working in ARCON offices are government employees. ARCON is currently working with federal gazette as code of ethics in Nigeria. Government also constitutes the council. ARCON Act, 2022 empowers minister for information to control the body. ARCON Act empowers APCON to regulate and control the practice of advertising subject to the approval of the Minister for information who may not have expertise or knowledge of

advertising. It can be deduced from the above provision that ARCON is not in total control of advertising practice in Nigeria.

Proliferation of Agencies: Another challenge confronting advertising as a profession in Nigeria is the proliferation of advertising agencies. New agencies keep springing up in Nigeria, and this is not healthy for the industry. Bardi (2015) expresses that some of these new agencies do not have the required expertise to function at a top level which reduces the standard of advertisements produced. Some of the staff of these agencies are not trained professionals, they are just journeymen. Many advertising practitioners are not members of ARCON. However, ARCON has been empowered to sanction anybody engages in advertising practice without the approval from it. But the lacuna there is that ARCON Act, 2022 allows those who have been practicing without qualification stated in section 25, subsection 2, paragraph B for certain years can be full member of ARCON which negate the principle of taxonomic approach which demand higher education standard for any occupation to be a profession.

Conclusion

For more than half of a century now, professionalization of advertising practice has witnessed tremendous transformation. It can be said that it started in 1963 when Mr. Kelly of the Afromedia formed outdoor advertising contractors Association to relate with the government (Aransiola, 2017). Today, advertising in Nigeria has met almost all the criteria to be a profession. It now requires certain significant expertise and skills acquired from recognised bodies of higher learning, and operate within legal framework (ARCON, 2022; Saks, 2012).

It is a large industry that not only offers opportunities for growth, but also encourages risk taking and experimentation. This type of industry is not supposed to be left in the hands of charlatan. There should be a definite and significant expertise from a certified and widely recognised body of learning derived from research, education and training at a higher level that will be possessed by anybody aspiring to be a professional advertising practitioner. Although ARCON (2022) contains qualification benchmark for an entrant into advertising profession, the benchmark is not restricted only to those who study advertising. In law profession, you must attend Law School after possessing first degree in law from a certified law department in an accredited university before you can be called to bar. In medicine, you will still go for houseman ship after spending seven years in the university. In Accounting, your first degree in accounting is insignificant because you will still seat for certain examination before you can be a chartered accountant.

The special knowledge and skill have given them opportunity to negotiate special salary scale for their members. This is equally taking place in education in Nigeria currently. For instance, if you do not have certain educational expertise either from a college of education or university, you will not be allowed to teach in the public schools in Lagos. You must also have degree in education before you can be allowed to register with the Nigerian Educational Council. In some states such as Ondo State, there is disparity between those who possess expertise in education and those who do not. Those who do not have any qualification in education cannot become the principal of any school and there are differences in

salaries. Therefore, Advertising profession should be reserved for those acquire standard expertise and skills in advertising from certified and recognised higher learning institutions like other recognised professions in Nigeria.

Autonomy is essential in the control of advertising practice in Nigeria. There should be independent body that is not governmental to regulate advertising. Such body should comprise people who have required qualifications and experience to practice advertising.

Considering the latest development in advertising practice in Nigeria, Advertising is more a profession than a vocation. Therefore, Nigerian advertising code of practice should be reviewed in line with the new act to make way for full professionalism. This is essential because the new act is full of ambiguity.

References

- Advertising Practitioners Council of Nigeria (2000). Advertising Annual. <https://apconng.blogspot.com/p/about-us.html> Accessed 26th June 2022.
- Advertising Practitioners Council of Nigeria (2012). The Nigerian Code of Advertising Practice, Sales Promotion and Other Rights/Restrictions on Practice (fifth ed). Federal Government press.
- Advertising Practitioners Council of Nigeria (2017). Vetting guideline. Federal Government Press.
- Advertising Regulatory Council of Nigeria Act, 2022. Federal Government Press.
- Aransiola, A.S. (2017). History Of Advertising In Nigeria From 1960 Till Date. <https://samleadek.wordpress.com>. Retrieved on 17-09-21.
- Arens, W. F., Weigold, M. F. and Arens, C. (2011). Contemporary advertising and integrated marketing communications (13th ed). McGraw-Hill/Irwin.
- Asemota, M. and Araka, J.(eds) (N.D.). The anatomy of advertising: A text-guidebook. DailyTimes.
- Asogwa, C. E. (2020). Computer-Mediated Advertising as a correlate of Buying Behaviour among Youths from the South-East Nigeria. Sage Open, 10 (3). <https://doi.org/10.1177%2F2158244020938701>
- Aukett, H. w. (2017). What is a profession. BRITISH DENTAL JOURNAL, 223(5).
- Australian Council of Professions 2003. What is a Profession". www.Professions.org.au/what-is-a-professional
- Ayozie, D. O. (2020). The Application of Modern Advertising Education and Professionalism in Nigeria. Journal of Advertising and Public Relations, 3(1). 25-37.
- Bardi, J. N., (2015). Advertising Practice in Nigeria: Development, New Trends, Challenges and Prospects. Ekpoma Journal of Theatre and Media Arts. 3(1&2)
- Bisaria, G. (2011). OVERVIEW OF ADVERTISEMENT AS A SUBJECT OR ADVERTISING AS A COURSE IN MANAGEMENT COLLEGES\ UNIVERSITIES. INTEGRAL UNIVERSITY, Lucknow.
- Burgh-Woodman, H. (2018). Advertising in Contemporary Consumer Culture. Springer.
- Chudi, N.F and Onyeawuna, S. (2020). Impact of advertising ethics and regulations in Nigeria. Innovative Journal of Art and Social Sciences. 1(1), pp. 50-60.
- Ebertz, R. (2015). What is Vocation?. <https://www.dbq.edu> > CampusLife > Vocational Services
- Evans, W. A. (2016). Advertising today and tomorrow. 4, George Allen.
- Evetts, J. (2011). Sociological analysis of professionalism: Past, present and future. Comparative Sociology 10.
- Freidson, E. (2001). Professionalism: The third logic. Polity Press.

- Hassan, T. G. (2020). Meaning and application of professionalism in Nigeria's media practice: Issues and challenges in federal capital territory, Abuja, Nigeria. DOI: 10.13140/RG.2.2.32862.18240.
<https://www.researchgate.net/publication/340794250>
- Hermelin, B., (2009). Producer service firms in globalising cities: the example of advertising firms in Stockholm. *The Service Industries Journal*, 29:4, 457-471, DOI: 10.1080/02642060802304828 <http://dx.doi.org/10.1080/02642060802304828>
- Hovland, R. and Wolburg, J. M. (2015). *Advertising, Society, and Consumer Culture*. Routledge.
- Kaser, K. (2012). *Advertising and Sales Promotion*. Cengage Learning.
- Okiji, G. O. and Eteng-Martins, C. (2015). Professionalism: An imperative for ethical practice of advertising in Nigeria. *Journal of US-China Public Administration*. 12 (1). 71-79. David Publishing. doi: 10.17265/1548-6591/2015.01.008.
- Olatunji, R. W. (2018). Trends in Advertising and Culture in Nigeria. *Communication Culture in Africa*, 1(1), Pp. 54-76. DOI: 10.21039/cca.5.
- Olubodede, E. O. (2013). Multilingualism, Career Booster for Communication Practitioners. *Akungba Journal of Linguistics and Literatures*. Department of Linguistics and Literature. 44-52.
- Olubodede, E. O. (2013). Relevance of Media Education in Mass Media Practice in Nigeria. *Makurdi Journal of Communication Research*. Makurdi: The Communication Research Circle, 4 (July-December). 23-34.
- Onuorah, J.-E. (2020). Imperatives of Advertising Regulation. *University of Nigeria Interdisciplinary Journal of Communication Studies*, 20(1). <https://journal.ijcunn.com/index.php/IJC/article/view/61>
- Onwuegbuna, S.N. (2004). Triangular Approach practice programme of teachers' education. In Anejo, E.E. (Ed) *Journal of Educational Foundations*. Makurdi, Department of Educational Foundations, Faculty of Education, Benue State University.
- Onyenili-Onuorah, J. (2005). *Advertising and Society (Contemporary Socio-Economic Issues in Advertising and Public Relations)*. Raindrops Ltd.
- Professional Standard Councils. What is a Profession?. <https://www.psc.gov.au> > ...
- Rabiu, M. S. (2009). *Merchant Of Discontent: Critical issues on advertising*. Lagos: Stirling Holden Publishers Ltd.
- Saks, M. (2012). Defining a profession: The role of knowledge and expertise. *Professions and Professionalism*. DOI: 10.7577/2i1.151.
- Sheehan, K. B. (2014). *Controversies in advertising*. Sage Publications, Inc.
- Sinclair, J. (2012). *Advertising, the Media and Globalisation*. Routledge.
- Soriola, E. (2018). Brief History about Advertising in Nigeria and the World. <https://www.legit.ng>. Retrieved on 17-09-21.
- Taplin, W. (2013). *Advertising a new approach*. Routledge.
- Thorson, E. and Rodgers, S. (2019). Advertising in the digital age. In S. Rodgers and E. Thorson (Eds.), *Advertising theory* (2nd Ed.). Routledge.
- Udenze, S. & Aduba, O. (2020) Online Advertising In Nigeria: An Examination of Approaches in Facebook and Instagram. *Galactic Media: Journal of Media Studies*, 2(2), pp.87-122, <https://doi.org/10.46539/gmd.v2i2.62>.
- Vaz, M. (2011). *Advertising*. Manan Prakashan.
- Veerkumar, V. Jaiswal, N. (2015). *Impact of Television Advertisement on Purchases made for children*. Anchor Academic Publishing (aap_verlag).
- Weigold, M. F. and Arens, W. (2018). *Advertising* (3rd Ed.). McGraw-Hill Education.