



## INFLUENCE OF THE CONCEPT OF ACCEPTABILITY ON MAGIC FM 102.9 RADIO STATION COMMUNICATION, ABA, THROUGH MEDIA AESTHETICS

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**ABSTRACT:** *This study was centered on the influence of the concept of acceptability on Magic FM 102.9 radio station, communication through media aesthetics. The study was able to relate aesthetics to media as conjugal twins that cannot be separated from each other no matter what. It also related aesthetics as a form of communication which sees it as something or object that has the capacity of producing an outstanding feeling of pleasure which makes communication attractive and believable to the audience. The study also reviewed aesthetics as a sign of communication that makes use of colour, design and shapes, lighting, films/movies, advertising/marketing, celebrities, parks and events. It was also found that the tools that enhance communication as aesthetics include camera, colour, lighting, music and sound. The interview granted to the 5 selected respondents from Magic Fm on the components which enhance aesthetics revealed that lighting, music, microphone and colour were amongst. It was concluded that it is empirical to say that without media aesthetics, communication cannot be acceptable and believable by the audience. It was also recommended that media practitioners and owners should endeavour to prioritize the use of media aesthetics in order to achieve their aim of attracting and sustaining the interest of their audience as well as packaging and presenting their messages in a way they would be saleable through the use of synchronizing aesthetic tools and qualities.*

**KEYWORDS:** Influence, concept, acceptability, Magic Fm, radio station, communication, media, aesthetics.



## INTRODUCTION

Aesthetics has been defined in various ways by different scholars; however, based on the study at hand, we shall be looking at various definitions of aesthetics, its meaning, and relationship with the media and as a form of communication. According to the Cambridge dictionary, aesthetics can be defined as relating to enjoyment or study of beauty. Sequel to this definition, the oxford dictionary defines aesthetics as concerned with beauty and the art of understanding beautiful things. Having looked at the definition of aesthetics from the dictionary's point of view, it becomes imperative for us to define it from our own point of view. Aesthetics can be defined as an act of making something look very beautiful, attractive with an aim of communicating ideas or feelings as regards one thing or the other at a particular period.

### Relating Aesthetics to Media

The media and aesthetics are conjugal twins that cannot be separated no matter what. This is because aesthetics is media and the media is a function of aesthetics. Both of them work for a common purpose which is to attract, communicate, and sustain the readership, viewership especially for the electronic and the print media. The place of aesthetics in the media cannot be overemphasized. Duke, Brown and Obong (2017, p. 1) state that, "there is no gainsaying to the fact that aesthetics is crucial to human existence; this is because for human to expose themselves to ordered events, eat pleasant food, wear appealing cloths, live an orderly life style or watch artistically-pleasing TV contents, call to mind the application and deployment aesthetics in their daily living." This is to say that the media, through her contents that are aesthetically designed, has lots of influence on her audience and as we all know the media wields a lot of influence amongst her audience. Ojobor (2020, p. 18) opines that, "because of the power of the media to affect the way people think and do things, it is feared that people do exactly what they see in the media." This goes ahead to buttress the fact that through media aesthetics, lots of behavior have changed; the thinking pattern of the people has equally been changed; this is because of the way media aesthetics is used to capture and retain viewership. In subsequent pages we shall be giving vivid illustrations on some of the aesthetics strategies employed by the media to communicate with the people.

### Aesthetics as a Form of Communication

Udoh and Obot (2013, pp. 4–5) aver that the pleasure theory treats aesthetics as something, an object or a situation that is capable of producing an outstanding feeling of pleasure and satisfaction." Aesthetics makes communication attractive to its audience and captivates their attention in such a way that they become glued to such content. This is done through various designs, layout, font size, and decoration, make up, etc; all these are done to herald and sustain attention. Njelita (2002, p. 149) states that "a number of typefaces or fonts are available for the printer; their uses depend on the message and the role which the letters are supposed to play. Bold beautiful letters could help to attract attention; italics could be used within a sentence to lay emphasis, especially on foreign words." This is empirically clear that aesthetics does not only bring out beauty but also brings matters of importance to the banner. Aesthetics in communication comes in various signs, colors, designs, shapes, and lightings, etc.



- a. **Aesthetic Signs as a Form of Communication:** One of the best parts of communication that resonates with human beings anytime of the day without anybody speaking or standing to give directives is the sign communication. This part of communication is very apt and key to road users especially in Nigeria. For example, when a driver begins to see green leaves on the road as he drives, it really means slow down as there could be a faulty vehicle ahead or an accident that has happened between two vehicles. Simply put, it means drive with caution. A house or a billboard where you see a cross and a statue of Christ on it boldly and that of mother Mary beautifully designed is a pointer that you are in the Catholic Church. We can go on and on to cite examples on how signs are used to communicate. The manner at which it is beautifully and textually designed plays a major role in attracting people to such environments.
- b. **Color Aesthetics as a Form of Communication:** The cardinal principle that makes communication attractive is the use of color as design. The place of color aesthetics in communication cannot be over-emphasized; this is because color helps to attract and retain attention of her audience at critical times. According to Pierson (2008, p. 1), “color not only attracts attention, it is important in holding viewers’ interest as well; although color is part of our daily lives, most people are unaware of the effect and influence that color holds.” This assertion of Pierson confirms that color is a crucial part of communication because of its aesthetic value, e.g., color aesthetic helps to communicate to us the different paramilitary and military systems in the country. The uniform of the Navy, Army, Air force are not the same as they are aesthetically designed with various colors that differentiate one from the other in public; in fact, when you see the color of the building of the Air force, Army and the Nigeria police, you find out that there is a difference between them. This helps the general public to identify any one and also make do with any whenever they need arises, but in a situation where both are not carefully and properly designed with different colors, identification will be impossible. Stewart (2002) shares that “in publication design, the power of color is a significant factor and should be utilized to the full potential so as to produce the desired result.” This is specifically to tell us that color has the power to produce the desired result if properly utilized. Sequel to this fact, Arntson (2021) opines that designers need to use colors that will attract and connect with the targeted audience and communicate the desired mood; colors that may work for one type of audience may not be appropriate for another audience. This really means that designers or color managers have what it takes to make it catchy, and this is simply the deployment of aesthetics to make the desired impact at the right time.
- c. **Design and Shapes:** Another important aspect of aesthetics in communication is design and shapes. Designs make communication catchy while shapes help the reader to understand the communication proper. Advertising is catchy and audience sustaining most times because of the kind of aesthetic designs and shapes that are deployed to make communication effective. Nikolov (2017) states that “aesthetically pleasing designs are bringing up positive attitudes in the users; they make them care more about the product and make them more loyal to the brand and tolerant toward mistakes and failures.” This really means that aesthetics plays a crucial role in the advertising process, e.g., the coca cola bottle has gone through various stages of designs and shapes from inception; the essence of this empirical aesthetic design is to keep the audience glued to this product at all times not minding the competitors within the market. Nikolov went further to say that aesthetic design matters not only to make a first impression; to keep strengthening the bond with the user, the design of products needs to be aesthetically pleasing consistently across the whole product and the user journey. This clearly implies that aesthetics plays a



major role in sustaining the attention of the users and her audience at all times if a product and service must be retained.

- d. **Lighting:** Lighting is a cardinal aspect of aesthetic communication; it plays a major role when it comes to beauty and attracting the attention of the respective audience. Light serves a signal to everyone that makes use of it; it is also a communication process that helps the audience to appreciate the process. It also helps to avert certain dangers in one way or the other, e.g., a running vehicle without a break light is bound to cause accident anytime soon; likewise, some kind of light at night tells us where we are whether in the red zone or a bar, brothel, or relaxation center. This is the function of light in communication, with its color aesthetically placed that only those who belong to such an environment will understand. Lighting meant for clubs and the moving heads are not really played in church or mosque; this is because the significance of lighting in one environment differs from the other; therefore, it becomes important to communicate because of the value placed on it. Lighting also helps the camera to get images that can be used to store pleasurable moments. DeGuzman (2018) opines that “whether you are shooting in a controlled studio or shooting on a location, lighting is an important aspect of creating aesthetic photos; utilizing light does not mean properly exposing an image, it means using and experimenting with light to create beautiful effects.” Having looked at the statement of the above scholar as regards the place of light in aesthetics in communication. Lighting helps us to appreciate the beauty of communication at a given point, in fact without lighting communication is nothing. Light can also be seen as a powerful tool to engage and assist guests; information travels faster visually than any other medium (usailighting.com).

No one rejects good things whenever it is brought before such a person. The place of aesthetics and its acceptability in communication cannot be over emphasized. Etuk (2009, p. 8–9) shares that “beauty is something all human beings appreciate its value to the extent we may say all human beings are capable of having aesthetic experience, that is, appreciating the beautiful.” Through the media we appreciate the use of aesthetics in the communication process. “Communication by means of aesthetic form of expression is used to influence cultural and social development; aesthetic communication enhances the ability to understand and interpret messages conveyed in cultural life, the media and between people.” Just as stated aesthetics helps to get the users attention, change his/her perception as they frequently get exposed to media content. Today, we see a lot of development in our society; people are fashion conscious, everyone wants to look good and attractive at all times. The subject of media aesthetic communication covers communication process and exploration of how to interact with other people using aesthetic forms of expression on various media aesthetic platforms, which are as follows:

**Films/Movie Platforms:** One of the aesthetic platforms that have been used to affect the lifestyle and attitude of our people is the movie industry. Filmmakers are strong catalysts of aesthetics. No movie is void of aesthetics; therefore, it helps them to communicate ideas and opinions on certain issues to the viewers. Aesthetics refers to the style and look a film director uses as combination elements to construct the style of film which prompts the audience to respond to characters, situations and locations in a particular way (amazonaws.com). It is very clear that through movies, aesthetic concepts are used to pass certain message across as desired by the director to his viewers, e.g., in Nollywood, the native doctor is known by his red attire, white chalk on the eye, and other art crafts that depict such location of a native doctor in a



village setting. The method employed by the director in a typical film setting is to help the viewers appreciate the content of the story through aesthetic communication; that is why even someone who has not seen a native doctor physically can confirm his look by what he/she has seen in the movie; without aesthetics in movies, film production will not be interested.

**Advertising/Marketing:** Advertising and marketing are umbilical cords that cannot be separated from each other. Their cardinal aim is to enlighten the people about new products and services and also compel them through aesthetic expression to patronize them. Advertising and marketing are the key users of aesthetics in the communication process; they are used to attract and sustain viewers' attention on a particular good or service. It is obvious that we have seen lots of people who just buy or get service from the aesthetic look of a particular product or service. According to Petrovici (2016, p. 753), "a successful advertising imagery, from the aesthetic point of view will capture attention with its form and content; thus, the content of advertising imagery is relevant for the sent message, object or product it advertises for." This means that aesthetics is key as regards advertising and marketing of goods and services. Most people who walk into a supermarket or business environment get attracted by the aesthetic designs that are placed at various points of the facility. When you enter a beer company, from the entrance you begin to see the shapes, color and brand name beautifully designed to reflect the company's image and attract customers to their products and services. According to Joannes (2020, p. 87), "the image, depending on certain characteristics, is able to convey different emotional messages to the receptor; thus, the vast "size" of the image can generate a control, domination impression. On the other hand, a small scale image creates an intimacy, proximity but at the same time demure impression." This is in line with the strength aesthetic holds in media communication.

**Celebrities:** These are a selected group of people who in one way or the other entertain their audience. Others are also seen as role models who other young people in the society or any environment look up to. These people are called celebrities due to some of the roles they play in one sector or the other. This set of people range from Actors, Musicians, Comedians, Fashion Designers, Beauty Queens, etc. This set of people are made to look attractive to the public at all times due to the role they play in society. Therefore, you find out that they become brand ambassadors for some people who due to their influence use them to get prospective customers either through their advert or talk shows. The place of aesthetics around these people makes one value these celebrities. In fact, some people use a particular product or ask for a particular service because of their favorite artist that is involved in the talk or advertisement of such a product.

Also, aesthetics makes celebrities acceptable to the people; that is why before they come on screen, they are aesthetically taken care of. The essence is for them to get the attention of their audience and also keep them glued to their content. Aesthetics has made most celebrities influencers of one idea, product or any other concept. Most of them are seen in magazines, the red carpet and of course on social media and this has made them popular; it is fair to say that they have an influence on those that admire them ([askinclinic.co.uk](http://askinclinic.co.uk)).

**Parks and Events:** Recreational parks and events are not void of aesthetic designs. They serve as a means of notification to what that environment represents. The paints on the walls and the tasteful design made with the building or premises give one a sense of acknowledgement that this area is meant for events or recreation. Furthermore, our weddings, naming ceremonies, house opening, and state and national events are pointers that aesthetic plays a vital role in the





communication process. The interior of a hospital and its curtains are normally in blue or white colors, but this is different from a hotel apartment which will have well-designed curtains, with the environment beautifully designed to make guests feel at home. The place of aesthetics in events and parks is one that helps prospective clients identify such areas, especially for those that are new in the community.

### **Tools That Enhance Communication through Media Aesthetics**

**Camera:** The camera is a vital tool in the communication process, especially for the broadcast medium of communication. The aesthetics can be good, well placed, but when the camera is faulty or unable to pick signals, then communication cannot achieve its purpose through aesthetics. Aesthetics is a key component through which one can communicate; however, if the vehicles break down on the way, such communication is not only useless but inconsequential to the users. Josiah (2021) opines that “when your camera setting is not properly down, you will certainly not get the right image that you need because the image will be filled with so much brightness or it would be blurry and unable to communicate the right ideas or image to the audience.” The camera is key in the business of getting the right aesthetics that can make communication acceptable. Zettle (2019) states that “whenever one looks through the viewfinder of the camera to compose a shot for the screen, arrange some visual elements on the computer screen, or edit a film or video sequence, one is engaged in the creative act of clarifying, intensifying and interpreting some events or experience for a particular audience.”

**Color:** Color is a critical component of aesthetics in the communication process. Color defines a lot as it regards communication. It is the heart of aesthetics. When we talk about aesthetics, either way, color finds its way to the center; this is because of the role color plays in providing the needed answers that might be put forward by the audience. The place of color in aesthetics makes communication catchy and tasteful to the viewers at a given time. No one tells a man who is sane when he is in the hospital and when he is in a hotel environment; this is the power of color aesthetics in the communication process. The traditional wear of the Igbo man is known by its color; even if a northerner wears it at any time, the average man on the street knows that such color and design are meant for the Igbo man. This is a pointer to tell us that colors make proper demarcation in the communication process.

**Lighting:** Lighting is a crucial aspect of aesthetic communication that makes it acceptable. In all we have said so far in this work, when lighting is not in place, how do you pick the right content to transmit to your audience be it in print or broadcast? Duke et al. (2017, p. 6) opines “that in television production, lighting is very essential as it helps to illuminate the scene and control shadows.” It is the eye through which communication can be achieved when aesthetics is applied. One can say that without lighting, aesthetics is bound to fail. Lighting designs also serve as a means of communication; lighting helps to define an environment at any given time. Through lighting, we can decide which apartment is used as a club and which zone is used for worship. This is what lighting can do through aesthetics. It communicates areas where dangers are; it equally helps to add to the aesthetic beauty of a given location. Finally, lighting is a crucial aspect of aesthetic communication that makes it acceptable. Onabajó (2020, p. 121) believes that “lighting in television is meant to provide the television camera with adequate illumination for technically acceptable pictures.” So, without lighting, nothing will be communicated.



**Music:** One can boldly say that music is the base of aesthetics. Today, we can easily distinguish children's music from that of adults through the kind of musical content played in the media. This is because aesthetics makes the whole difference; it is also used to get the audience glued to the station or music. Egbucha and Oduh (2014) state that "music can arise from two broad sources which are motive and interpretative. While motive suggests music that is relevant to the act which therefore gives the audience a sense of nature, because the music seeks to be part of itself, on the other hand, interpretative music gives the audience a clue of the action being portrayed." This really means that through aesthetics, the audience identifies the music that are for them at a given period even without being told.

**Sound:** Sound helps us to identify and appreciate the work of art. Beats are aesthetically made to suit a particular event or occasion. Some of these sounds send information out to a large group of people in different locations as long as they can hear the beats. Udende (2009) states that "without sounds, an otherwise excellently presented picture will be mute and less aesthetically meaningful." Sounds play a crucial role in the information dissemination process, the ability to aesthetically design it shows its impact at a particular time. To affirm the points above, Zettle (2020) opines that "the fundamental elements of media aesthetics are light, color, sound, and motion; these tools help media actors to clarify, intensify and interpret the reality. They make communication easy and understandable through aesthetics.

### **Oral Interview Responses of The Selected Respondents From The staff of the Magic Fm Radio**

The people who were chosen as respondents include Mr Alvin Uchechukwu, Samuel Okoro, Tochukwu Egegbara and Gloria Nwankire.

Thus, Mr. Alvin Uchechukwu was asked about the components which ensure or enhance media aesthetics, and he outlined and explained the following: lighting, music, microphone, colour, sound, acoustic design and camera.

However, Mr. Samuel Okoro was also asked about the factors that can guarantee media aesthetics in communication and he was of the opinion that they are acoustic sound, digital camera, melodious music, synchronized colours and camera. He then went further to state that any person that wants to ensure a real media aesthetic design should endeavour to put the above in place.

Again, Mr. Tochukwu Egegbara and Gloria Nwankire were also asked the factors that can enhance media aesthetics and they unanimously agreed that the use of sound effect, smart camera, synchronizing light and colourful colours would ensure an attractive and acceptable media aesthetics in communication development.

Furthermore, Mr. Emenike Ubani, who is also a freelancer in the radio station, was also asked the forms of aesthetics that he is accustomed to as a professional in the field of media, and he pointed out colour aesthetics, films/movie platforms, design and shapes and aesthetic signs as forms of media aesthetics in communication.

Again, the professionals were also asked how these factors can enhance acceptability in media communication and they responded through appropriate presentation of the tools necessary for aesthetics in media communication, such as putting colourful and calm music when they are necessary in order to capture the attention and sustain such attention of their audience.



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## **CONCLUSION**

It is empirical to say that without media aesthetics, communication cannot be acceptable. This is because aesthetics helps us to appreciate the communication process, it helps to attract and sustain the attention of the viewers, and it also makes advertising and marketing communication captivating. Communication by means of aesthetics is used to influence cultural and social development; it covers communication process and exploration of how to interact with other people using aesthetic forms of expression ([www.skolverket.com](http://www.skolverket.com)). Indeed, communication acceptability cannot be complete if media aesthetics is not attached. So one can say the queen of communication acceptability is media aesthetics; they work together to achieve a common purpose, and without one, the other is not complete. Media aesthetics is indeed a critical tool that enhances the acceptability of the communication process.

## **RECOMMENDATIONS**

From the conclusion of the study, the following recommendations were made:

Media practitioners and owners should endeavour to prioritize the use of media aesthetics in order to achieve their aim of attracting and sustaining the interest of their audience.

It is also very imperative for media owners to hire professionals who will always ensure that they adopt the advanced media aesthetic concepts in order to always promote their business by attracting many more audiences.

Again, there is a need for the often use of synchronizing lighting, sound and pictures in communication for acceptability and believability purposes.

Finally, the way you package your message is the same way the audience will see it; therefore, it is very important that media practitioners should endeavour to present their messages in attractive and acceptable ways in order to achieve the aim of selling their goods and services to the public.





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