

## Visual Noise: Publicity in Winneba and Its Impact

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### **Abstract**

*Visuals are meant to enhance recall of experience, support in-depth research, dispel myths, create new experiences, and provide context for vital information, and help in forming value judgments. Many discourses try to find out whether visual noise is detrimental or a helpful technique for spreading information to the community, spectator, or reader. Billboards and posters for outdoor advertising remain the best mediums for the disseminating information to the general public. In spite of the exceptional role of visual artefacts, the concerned authorities have not given the matter enough attention regarding positioning these visuals in order to lessen the detrimental effects on the environment, especially for road users who patronize this service. The study examines some visual artefacts used in Winneba, the impact they have on the community, and the responses from road users. The study deployed “Perception Theory of Visual Communication” and “Uses and Gratification Theory” to form the foundation of the study. The study uses a cross-sectional study design with a minimum sample size of 10 participants. The findings revealed that outdoor visuals, when not properly sited, distract attention from important information, defy and lower ethical and moral standards, as well as pose risks to road users. The study concluded that cluttered visuals pose a challenge that requires consideration and that the placement of outdoor visuals must be regulated and implemented to guarantee that a restricted quantity of commercials are permitted in order to minimize visual disarray.*

**Key words:** Advertisement, Communication, Outdoor, Pedestrians, Signage, Visual noise.

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## ***1.0 INTRODUCTION***

Many interconnected components make up a communication process, all of which work together to produce high-quality engagement. There are communication noises that occur in a communication process. Communication noise occurs when the intended message does not conform to the communication process, from sender to receiver. Noise that affects communication entirely can be caused by various sources. How noise is a barrier to communication depends on the specific type of noise. Even while visual noise is the primary focus of this study, it may be impacted by other types of noise. Physiological noise, for example, occurs when a sensation within your body prevents you from hearing a message. Essentially, if you are weary or hungry, you may be unable to take information well. This makes it difficult to concentrate and absorb information. However, when the message being communicated is in its barest minimum and direct to the point, it may work out.

The concept of remediation helps explain what seems to be a paradox of medial self-awareness. An embodied engagement from the user or reader is necessary for a reading to occur since "visual noise" is created by a tactilely sensitive surface combined with visual excess. By focusing on just the noise, Nordquist (2019) argues that noise is evident when its effect disrupts the exchange of information between the sender and the recipient. Internal noise includes internal factors like confusion and mental disturbance. Likewise external noise, such as environmental and physical interference.

This kind of visual noise is particularly noticeable in big cities where aggressive outdoor advertising is prevalent (images, neon, billboards, posters, and so on) and become more than just intolerable. Exposure to visual noise can lead to many consequences such as eye fatigue, loss of identity, distraction, and a decrease in the diversity of opinions (Uka, 2022).

## ***2.0 LITERATURE REVIEW***

### ***2.1. Advertisement***

It was possible to create posters after lithography was discovered. The first known outdoor advertisement, however, was created in ancient Egypt. From then on, their popularity increased significantly, and many locations with high foot traffic started to use outdoor ads (Eckhardt & Bengtsson, 2010). Advertising signs positioned in high-traffic places that are either the centre of activity or where people pass by while travelling somewhere else gain massive attention. However, human congestion also makes it difficult for these well-placed advertisements to be seen and processed (Wilson & Suh, 2018). Koomson (2021) cited outdoor advertisements as having become a nuisance on the roads, especially the major ones, and have been observed to detract from the area's natural beauty and endanger traffic safety. Numerous of them had an aged appearance and seemed to be a danger to drivers and pedestrians.

Posters and billboards remain the best avenues for the dissemination of information to the general public. In spite of their exceptional role, concerned organizations and authorities have not given the placement of the billboards and posters enough thought in order to lessen their detrimental effects on the environment, especially for road users who patronize this service (Bassey & Eteng, 2021). According to Young et al (2007), external distractions (roadside advertisement) caused by improper siting of ads constitute 10% of all vehicular crashes and poorly designed posters and billboards hardly attract the attention of viewers. To remedy the visual noise menace, Leishman (2021) prescribed that roadside advertisements should not be anywhere near intersections, roundabouts, and the like.

## 2.2. Visual

Visual marketing is enforced when various multimedia files, including images and videos are deployed in creating a brand and interacting with the target market. These visuals assist in illustrating certain problems and ideas that would be challenging to address with words alone, as a component of a larger marketing plan. To effectively engage with audiences, a brand can invest resources in posters, infographics, interactive movies, animated GIFs, data visualization, and other sorts of content. According to psychologists, using visuals can focus attention on a product or service, evoke strong feelings in the customer, and help us recall and retain more information. Oladumiyte (2014) opines that visuals aid in memory recall, support in-depth research, dispel misconceptions, create new experiences, and provide context for symbols that could be used to define a procedure or aid in the formation of value judgments. Visuals produce more impactful advertising campaigns that stimulate our minds and make us think. They enable us to associate a brand or product with something more concrete than a dry run of words that readers are likely to forget seconds after reading (Hobbs et al., 2017).

## 2.3. Concept of Visual Noise

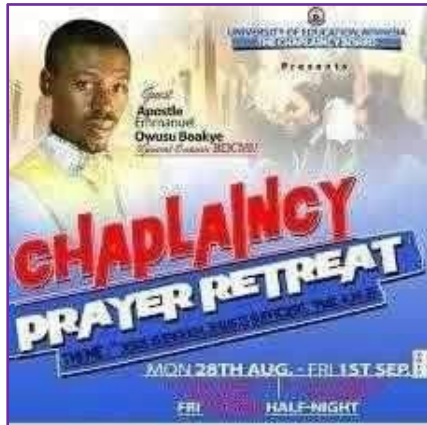
In public relations, "noise" refers to anything that detracts from your message. Too many messages might produce noise (Erickson, 2017). According to Nordquist (2019), any interference that prevents the transmitter and receiver from communicating is referred to as noise. The receiver could become distracted by the commotion and miss the sender's message. Additionally, it could divert the sender's attention, making it more difficult for them to adequately convey the message. In either case, noise creates a barrier to communication. Just like the human ear gives electrical signals to your brain when sound is present, your eyes continually transmit electrical signals to your brain when visual stimulation is available. The more physical clutter there is around us, the more visual noise we feel. Naturally, the human brain adapts quickly to filter and comprehend the constant barrage of sights and sounds that we are exposed to (provided that our senses are working properly) (Becker, 2020). Arousal brought on by light that triggers a reaction in the retina's receptor cells is known as visual stimulation. Any random visual stimulus is defined as visual noise.

Noise may distract the recipient to miss the sender's message. Conversely, it can divert the sender's attention and prevent effective communication. There are three sorts of noise present: *internal, external, and semantic noise*. **Internal noise**, including mental interference and

misunderstanding, can be classified as noise, just as *external noise*, such as the environment and physical interference, can. And because semantics pertains to language, *semantic noise* refers to language issues that can be addressed in two ways: denotative semantic noises, which arise when we hear or see symbols that we do not understand and cannot give meaning to, and connotative semantic noise in language, which is more of an emotional issue inferring how the recipient thinks about the person or item being broadcast.

As mentioned above, visual noise may destroy either the transmitter or the receiver, and by focusing on poster designs on various university campuses in Winneba, one can see and know the degree of visual noise a poster design can cause. Because of their clumsy nature, multiple postings on walls at the same time, especially posters intended for school politics, can sometimes create unnecessary noise. Pressure and exhaustion, particularly for students who are eager for credible information to help them settle on campus. When it persists, the situation can cause *internal noise* (physiological noise), which gives rise to a sensation in the body that prevents one from reading any material, regardless of its substance.

Let's just say that walking across different campuses has become more common as the number of events has increased in tandem with the annual growth in the student population. Furthermore, because of newly implemented protocols, the installation and alteration of new equipment have resulted in the diversion of communications (posters, etc.). Because such settings do not amuse students, designs in busy areas may as well encounter the majority of the ambient (*External*) noises due to this constant movement. As a result, one may find it difficult to understand the information a poster may be attempting to express.



**Fig. 1** (Source: Authors Fieldwork, 2024)



**Fig. 2** (Source: Authors Fieldwork, 2024)

Internal noise, including miscommunication and mental interference, is classified as noise, just as external noise, such as the environment and physical interference, is classified as noise. Figs. 1 and 2 above show posters that contain information on prayer retreats and advertising institution. Lettering is blatantly disorganized and tedious to read. The colour scheme and text layout on these posters make it appear complicated. External noise is included because the poor design negatively affects people's comprehension. Erickson (2018) argues that noise can emerge when there is too much communication. Too much text or visuals may detract from the main point. Furthermore, font size, font type, and colour utilization have an impact on the recipients' reactions (Reynolds, n.d.). This makes it challenging to determine which settings are most significant and what the aim is.

Publicity is a way to get a company in front of prospective clients. Publicity often communicates the authority of an independent voice, unlike marketing, which usually comes across as a sales pitch. Effective use of publicity can increase sales by exposing brand and merchandise to a larger consumer base. In marketing, "noise" refers to when there is so much promotional clutter, such as advertising, that customers become tired of it and have trouble recalling individual messages. Consider it creating a "buzz." The objective is to generate a buzz that stands out from the crowd so that your consumers pay attention and the right information is given. Public relations, sales promotions, personal selling, and advertising are all employed to generate a "buzz" and make positive marketing noise (Karen 2022).

Visual noise seeks to create publicity by communicating a brand or business for the purpose of communicating a message routinely used. It has a strategy that spreads information. Winneba community, a town in the Central Region of Ghana is noted for well-established

events, businesses and institutions like the University of Education which were promoted mainly through advertisements. Winneba also has lots of activities for which they use digital media and print media such as banners, posters, flyers, signage in creating awareness to the Winneba community. Digitally, social media mediums are used by entities in Winneba to create awareness, all resulting in visual noise of creating publicity in Winneba.

You can choose the best approaches and the right balance if you have good fundamental knowledge of your audience. This will require you to know and understand your prospective customers better by researching. Additionally, you have a better chance of breaking through the marketing noise from competitors and other product promotions. You can test your message by focusing on a smaller sample group of customers through an online survey or focus group discussions. It aids in getting to know which of your messages resonate with them the most.

Visual or marketing noise suggests that the market is overwhelmed with information. Our brains are unable to comprehend all the information, making decision-making challenging. Customer marketing that is unclear or confusing fails to explain how your product solves issues. If it is self-centered and obsessed the company's financial performance will fail (Johnson, 2022). The objective of company advertising is to establish cordial relationships with your customers and persuade them to purchase your goods and services (Ruggs, 2017).

To be effective, marketing needs to go beyond "noise". Anything that detracts from the campaign's intended message is considered marketing noise in this sense. Consequently, businesses must deliver communications to their intended audiences that are understandable and unambiguous. Otherwise, amidst the noise, the campaign is lost (Ahmed, 2019). Visual noise is generated because by nature, the human brain is inclined to see interesting things that will enable it to survive. Other "unimportant" messages will fade in comparison to that since there is a massive amount of distracting and confusing information available (Cabral, 2022).

It is in view of this that drivers and other pedestrians must be extra careful while driving and walking by the road side respectively. This is because, visual noise can be a concern for drivers as it can affect their ability to accurately perceive and respond to important visual cues on the road. It can reduce a driver's ability to see important details on the road, such as road signs, lane markings and other vehicles. This can make it difficult for drivers to navigate and may increase the risk of accidents. More so, visual noise can cause distraction, as it can draw a driver's attention away from the road towards other visual elements in the environment, reduce a driver's ability to focus on driving and may increase the risk of accidents.

It is also evident that, when a driver or a pedestrian is exposed to too much visual information at once, it can create cognitive overload, which can impair their ability to process information and make decisions. The researchers are of the view that, all these can make it difficult for drivers and pedestrians to respond quickly and effectively to changing road conditions which mostly results in accidents.

#### *2.4. Theoretical Frameworks*



Theoretical Triangulation on the basis of deploying more than one theory guided the study.

#### *2.4.1. The Perception Theory in Visual Communication*

This perceptual perspective on communication theory propounded by Ann Marie Barry in 2002 acknowledges the importance of emotions in all communication processing, with a focus on visual communication in particular, because the perceptual process is mirrored and relies on fundamental emotion-based response. The theory reveals that barring any consciousness, images can be processed and used as the foundation for actions in the future (Barry, 2004).

In “Perception Theory of Visual Communication”, the focus is on how individuals interpret and make sense of visual stimuli. Variables of visual noise, such as excessive elements or conflicting visuals, can disrupt the intended message, affecting the way viewers perceive and understand the communicated information. Visual noise may create cognitive challenges in processing visual stimuli, impacting the audience’s ability to extract meaning. Therefore, reducing visual noise is crucial for enhancing clarity and facilitating a more effective communication process within the framework.

The framework therefore provides a lens through which to understand how individuals perceive and interpret visual stimuli through:

- Selective Attention – where individuals focus on specific elements in their visual field. Visual noise may interfere with selective attention by introducing distracting or irrelevant information, influencing how individuals prioritize and process visual stimuli.
- Semiotics and Symbolism – the study of signs and symbols, in visual communication. Visual noise may impact the clarity and interpretation of symbols, affecting the intended meaning in communication. This connection highlights how the presence of noise can introduce ambiguity or alter the symbolic language within visual communication.
- Cognitive Processing – visual noise may influence cognitive load, affecting how individuals process and interpret visual information. Excessive noise can overwhelm cognitive resources, hindering the ability to extract meaningful content and diminishing the effectiveness of visual communication.

#### *2.4.2. Uses and Gratification Theory*

“Uses and gratifications Theory” espoused by Elihu Katz and Gurevitch in 1974 investigates how people use the media and the satisfaction they derive from it. The theory’s underlying premise is that people actively shape the consequences of media messages rather than only being passive recipients of them. This is due to the fact that individuals pick, pay attention to, interpret, and retain messages from mass media according to their needs and worldviews. Anaeto, Onabanjo and Osifeso (2008, p.71) aptly states that “there are as many reasons for using the media as there are media users.”

The theory which conclusively asserts that people consciously select media to satisfy particular needs and desires aligns with variables of visual noise, such as cluttered visuals or distracting elements which impact how individuals engage with media based on their preferences for

information, entertainment, or social interaction. Users here seek content that aligns with their gratification-seeking motives, and the presence or absence of visual noise can influence their satisfaction and enjoyment of the media experience.

### 3.0 METHODOLOGY

#### 3.1 Research Approach

Qualitative research approach combined with structured one-on-one interviews was used for data collection. The approach proved appropriate in order to garner verbal data from a small number of participants (Gastaldo et al., 2018).

#### 3.2 Research Design

A cross-sectional study approach is used in this research. The choice of the research design was made to measure driver and pedestrian exposure and their perception on outdoor visuals using interview.

#### 3.3 Accessible Population

The population of this study comprised drivers and pedestrians who are exposed to outdoor visuals in Winneba. A minimum sample size of 10 was intended for this investigation. The research samples used in this study were derived from convenient sampling.

#### 3.4 Sampling Techniques

Each willing participant was interviewed. The interview took about seven minutes to address all the items contained in the interview guide.

Ten (10) study participants proved beneficial to reach data saturation (Gastaldo et al., 2018). In summary, the sampling frame was as follows:

*Table 1: Sampling Frame*

<i>Category</i>	<i>Selection</i>	<i>Selection Technique</i>
Pedestrians	6	Convenient sampling
Drivers	3	Purposive sampling
Graphic designer	1	Purposive sampling



*Total* 10

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Source: Researchers' Field Study, 2024

### *3.5 Data Collection Instruments and Methods*

Primary data were obtained by means of direct one-on-one interviews with the assistance of interview guides and still photography. The raw data was then transcribed, sorted, and presented in accordance with pertinent topics. Open-ended questions prompted participants to share their thoughts and provided thorough responses. To conduct interviews, an interview guide comprising demographics, exposure to outdoor images, and perceptions towards them was produced.

### *3.6 Data Analysis*

Thematic analysis was used to present findings. The process involve transcribing interviews, sorting out the facts to form patterned regularities in the data and drawing inferences from the data while making reference to theories to provide structure.

### *3.7 Ethical Considerations*

Verbal consent was obtained from each participant prior to the interviews and assured that their information would remain confidential. In the final report, their identities were replaced with pseudonyms.

### *3.8 DISCUSSIONS*

The negative effects of visual noise are numerous in Winneba. To start with, visual noise can hinder a client's ability to choose from a group of products being advertised in Winneba. Davis (1998) is of the view that a message's overload might result in noise. A print ad, for instance, can include an excessive number of pictures or words which makes recall difficult as a result. When your message is overly similar to that of your competitors, noise can also be produced. For instance, this can be traced to the newly immersed press house in Winneba, which almost talks about the similar products and services they can provide. If consumers are unable to discern between products, it is unlikely that they will make any purchase. Visual noise can impair focus and interfere with analytical thought. Suffice to note, advertisers are now battling visual noise in addition to the noisy surroundings they have long attempted to muffle in open workspaces.

Visual noise makes it harder to communicate which is a major hindrance to marketing strategy, rendering it ineffective. Becker (2020) believes that cultures differ in how they interpret visual cues, which can lead to a loud environment that hinders communication. And Winneba is not an exception. When confronted with a business environment whose communication design, such as posters, billboards, etc., isn't as noticeable as others, messages can easily be misunderstood or overlooked entirely. The recipient quickly becomes overwhelmed by receiving too much

information at once in the course of exchange of information. To better process and comprehend this knowledge, it is much simpler to split it down. As the representative for the commercial, it is your responsibility to make sure that the intended audience has not only heard the message but also understands it. To maintain a clear and succinct communication line, information overload must be avoided.

Moreover, a study conducted in 2023 confirmed that the effects of visual noise affect the community's general well-being, detract from the standard of living, have psychological repercussions, cause eye fatigue, divert attention, create a sense of disarray, aggravate people, and cause a loss of social identity (Sritharan & Sacthivel, 2020). Visual graphics (billboards) are major elements in inappropriate locations across modern centres, totally blocking roadways and hindering traffic and pedestrian views. According to experiments, adding just the right amount of visual noise can improve the detectability of weak input signals, but adding too much noise causes performance to suffer (Chatterjee & Oba, 2005).

For instance, as observed during election season in the University of Education, in Winneba, Ghana, and the celebration of Aboakyire festivals become extreme annoyance to the populace due to the overwhelming number of posters, banners, billboards, etc. People who are overworked and under a lot of mental strain may be more susceptible to being distracted by stimuli that divert their focus from their goals since there is a struggle for attentional resources (Jun Xie et al., 2017). In order to elicit sufficiently strong responses in a visual-spatial selective attention-based paradigm, users must focus on the visual stimulus. Nevertheless, attentional demands may quickly lead to a high mental load, and users may experience tiredness as a result of extreme brightness, overstimulation, and repetitive tasks.

Furthermore, cognitive-induced visual or mental weariness is connected with fatigue or tiredness, resulting in a reduction in cortical functioning and arousal. When people are under a lot of mental strain and are tired from their duties, they may be easily distracted by distracting stimuli, which divert their focus away from their goals owing to competition for attentional resources. When creating spatially selective attention-based systems, mental strain and visual tiredness should be taken into account. Nevertheless, whereas excessive noise overwhelms the signal and impairs performance and attention, little noise does not contribute the necessary strength to push the signal over the threshold. (Vialatte et al., 2010). The presence of visual noise on the campus of the University of Education, Winneba, and its surroundings shows examples of the discussion. For instance, the entrance of the university is covered in posters and banners related to each subject, flags, directional maps, and so on. The concern was that visual noise would create a distraction for students and staff, making unattended eyes wander the wall and away from the information being sent across, and clutter makes navigating surroundings more difficult.

### 3.9 Exposure of road users to outdoor visuals

#### *Siting of Advertising Signs*

Participants' response to everyday exposure to advertising signs indicates that designs of advertisements can be on every stretch of roads, and if the placement of the advertisements is wrong, they lose their meaning and may pose danger.

Pedestrian 1:

Everywhere you look, you see these signboards and posters and they are too much – I look at some of them but some I miss on the way. When you look at some of the posters, their size is small but the written messages, images and colours are too much and confusing. Some of the posters are even pasted on sidewalks which force pedestrians onto the road and pose serious danger to us (personal communication, January 9, 2024).



**Fig. 3:** Variety of signage assembled at one spot (Source: Authors Fieldwork, 2024)

Driver 1:

When a driver is exposed to too much of the signboards at once, he gets confuse especially when looking for road safety signs. This situation makes it difficult for drivers to respond quickly and effectively to changing road conditions (personal communication, January 11, 2024).



**Fig. 4:** Crowded visuals overshadowing road safety signs (Source: Authors Fieldwork, 2024)

Driver 2:

You see a lot of these overcrowded posters at the roundabout and traffic light it makes it difficult for drivers to stay alert and focused on the road. If care is not taken, a driver will bump into the back of another car or vice versa because of distraction caused by these photos (personal communication, January 9, 2024).

The views expressed by the respondents lend support to the excerpt which states that roadside advertisements should not be anywhere near intersections, roundabouts, and the like (Leishman, 2021). The study's participants stated that they are primarily exposed to outdoor visuals beside the road. It validates exposure to such outdoor visuals as the presence of outdoor visuals is found in abundance in the vicinity of Winneba.

#### *Uncomfortable Advertising Signs*

When asked to point out what outdoor visuals prove more disturbing, the responses gave the indication that ethically, outdoor advertising has a larger impact on moral behaviour than any other advertising media due to fact that it cannot be avoided, ignored, covered or switched off, which also means that children cannot be protected from it. Revealing indecent images and



languages in public is offensive and can bring about social vices such as gambling and pornography.

Pedestrian 2:

The promotion of gambling, nudity and alcohol mounted on billboards and posters all over has a serious social and economic impact owing to their hazardous effects on human health. At first, gambling and gaming is a serious crime in this country but now we don't know what is happening – you see a whole billboard showcasing betting and game centres where even minors are patronizing. As for alcohol advertising, the least said about it the better (personal communication, January 11, 2024).



**Fig. 5:** Billboard promoting gambling (Source: Authors Fieldwork, 2024)

Pedestrian 4:

The indiscriminate mounting of outdoor billboards and posters has defaced the beauty of the environment. The streetscape in particular, is the worst hit by this development. Have you seen the main entrance to the University of Education, Winneba – North campus? It appears dull and unsightly due to the indiscriminate mounting and pasting of posters on the entrance walls. On the campus itself, posters and banners are found on walls of residential and public buildings, fences, bust stands, electric poles, and even previously mounted advertisement boards; helping to cover part of the description on them. Structures with the inscriptions like “Post No Bill”, one still find them. After a long time, the wear and tear of these posters due to rain and sunlight create unsightly appearance (personal communication, January 10, 2024).

This view validates the literature which states that outdoor advertisements had become a clutter along the roads, particularly major highways, and that they posed a threat to road safety and appeared to affect the beauty of the region (Koomson, 2021).

### *Kinds of Advertising Signs that Attract Attention*

With regards to outdoor visuals that attract attention, the focus was specifically directed to the elements and principles which guide the designing and mounting of these artefacts.

Pedestrian 3:

Billboards attract a lot. Because of their size, they are hard to miss. Where to position the signs is important – the design of the advertisement can be made perfectly for the road, but if the placement of the advert is wrong, it is going to pose more danger or people will not see it (personal communication, January 10, 2024).



**Fig. 6:** Simple and isolated signage (Source: Authors Fieldwork, 2024)

Driver 3 offered that, *“the bright lights from illuminated signage and pictures easily draw drivers’ attention even when they do not mean to take their eyes off the road. This is a distraction and it mostly generates confusion between drivers”* (personal communication, January 10, 2024).

Pedestrian 5:

The sizes of the posters are not the same and the letters and colours are all over the place – your eyes cannot rest at one place, particularly at road intersections. While some of the structures are standing tall, others are either slanting or almost falling off. Also most of them are covering the visibility of others. All these have made the roadside clumsy



(personal communication, January 11, 2024).

Pedestrian 6 shared the opinion that *“picture that is clear tells a better story. No matter how big the size of the billboard is, if the picture is not strong, it will defeat the purpose of attracting people”* (personal communication, January 10, 2024).

### *3.2 Perception of road users towards outdoor visuals (Overcrowded Advertising Signs Distracts Attention)*

When asked to give an indication of their perception regarding overcrowded outdoor visuals, the responses spans from reduced visibility to distractions.

Pedestrian 6:

The overcrowding of posters and billboards at places such as schools and churches diminish and possibly compromise the integrity of these locations. Educational institutions are reduced to mere places of commercial activities while the atmosphere of churches and beautifully crafted roundabouts are disfigured in the process of advertising (personal communication, January 10, 2024).



**Fig. 7:** With outdoor visuals. (Source: Authors' Fieldwork, 2024)



**Fig. 8:** Without outdoor visuals. (Source: Authors' Fieldwork, 2024)

Driver 2 categorically stated that *“Overcrowding of signage reduces the ability to see important details on the road, such as road signs, lane markings, and other vehicles. This can make it difficult for drivers to navigate and may increase the risk of accident”* (personal communication, January 9, 2024).



**Fig. 9.** Overcrowded visuals distracts attention to important information (Source: Authors' Fieldwork, 2024)



**Fig. 10:** Overcrowded visuals distracts attention to important information. (Source: Authors' Fieldwork, 2024)

Pedestrian 1 responded that *“too much information on one particular signboard can discourage people from getting important messages. Poor designs in some of the advertisements also distract road users’ attention from very important messages that might be located at the same spot”* (personal communication, January 9, 2024).

#### *Simple and Isolated Advertising Signs are More Attractive*

Further investigation to ascertain the positioning of signage to meet the desired expectation revealed that artists working in advertising be mindful of the potential for visual noise and work to create outdoor visuals that are clear, concise, and visually appealing. This may involve using bold and contrasting colors, or incorporating interactive or dynamic elements that engage viewers and help to capture their attention.

Graphic designer:

- certify the message you are sending is relevant,
- choose a prominent, central area less crowded with other visuals,
- consider the target group and the level of literacy and consider using visuals if appropriate,
- it’s important to keep in mind that individuals may be driving, so information needs to be clear and simple to see,

- avoid using visuals or content that could be seen as tense or aggressive,
- to curb the visual noise, don't overdo the number of posters or billboards in the public space (personal communication, January 15, 2024).

This view validates the literature which states that the influx of ads has led to distracted consumers and the need for creative solutions (OOH TODAY, 2023).

#### *4.0 CONCLUSIONS*

Clearly, visual noise can have a profound impact as it can make it difficult to focus and cause people to miss out on important information or instructions. Planning ahead is the most effective strategy to overcome visual noise and guarantee that communications are received and understood effectively. Work on as many things as possible that might produce visual noise before communicating. Also, be prepared for any additional circumstances that may arise during the conversation and interfere with the message.

Visual clutter is an issue that needs attention. Too many advertising signs and flooding messages create the visual noise which impedes the main purpose of visual communication.

#### *RECOMMENDATIONS*

As individuals and business entities, we can freely agree to change and design a system that is free of visual pollution, allowing our towns and cities to reach the required high degree of visual and aesthetic qualities. Enhancing our urban environment ought to be a fundamental component of the environmental planning process as a whole.

The authorities entrusted with overseeing the placement of these billboards advertising outside and the pasting of posters have a hefty workload. Hence, the regulation and enforcement of outdoor visual placement is necessary to limit the quantity of advertisements permitted and so minimize visual clutter. Finally, effective monitoring should be implemented to reduce the amount of indiscriminate media placement or exhibition in our cities. This will contribute to raising the standard of our urban area.

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