

THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

Indiscriminate Pasting of Posters and Its Implications on the Environment

Joshua Koomson

Guest Lecturer, Department of Industrial Art, Wa Polytechnic, Ghana

John Boateng

Lecturer, Department of Industrial Art, Wa Polytechnic, Ghana

Nicholas Addo Tetteh

Lecturer & HoD, Department of Industrial Art, Wa Polytechnic, Ghana

Rhoda Saan

Lecturer & HoD, Department of Building Technology and Estate Management, Wa Polytechnic, Ghana

Abstract:

One of the affordable forms of communication in Ghana is the use of posters. Many people within our communities do use posters to reach thousands of people during dissemination of information. But in most cases they do not give a second thought of its effect when reaching out their target audience. In some instances, the intended purpose of disseminating this information is defeated due to its pollution effect on our environment instead. It is in the light of this, that the researchers want to ascertain the associated problems and their solutions. The study was conducted within categories of people. These are the general public, officials of Tema Metropolitan Assembly and Graphic designers within the Tema Metropolitan. The sample size of each group was fifty-five (55). The responses retrieved were generated through administration of questionnaires, interviews, observation and photographs. During the research, numerous findings were ascertained with regards to indiscriminate pasting of posters in our communities. Some of the findings were: careless pasting of posters, poor positioning of banners, strong adhesives usage, no follow-up on expired posters, choking of gutters, polluting water bodies, flouting of bye-laws etc. Descriptive analysis was employed in analyzing the data. This research will go a long way to sensitize the general public on the proper measures to consider when pasting posters in our communities. In addition, it was revealed that most people are not aware of the negative incursions of pasting posters wrongly in our communities even though there are laws that forbid pasting posters indiscriminately.

Keywords: *Pasting, information, indiscriminate, poster, community*

1. Introduction

According to the World Bank and the International Telecommunication Union. (2012) since 1990 the access to information and the medium through which information reach people have seen tremendous growth. This is primarily technology driven. Arguably, Ghana has had its fair share of improved ways of disseminating information across the divide.

Day in and day out many organizations, churches, private firms, politicians and individuals in our communities disseminate information using the printed notices (posters) to the general public without considering the negative implications of such activities. Hence majority of these agencies paste their notices without making distinctions or judgement about where the notice is being pasted (Koomson, 2013)

Indiscriminate pasting of posters stands to mal the sanity of the environment if special care is not taken, unlike dissemination of information through the electronic media.

McLuhan, M. (1980), a Canadian communication theorist popularised the notion that, media users are re-creating society by turning it into a village suitable to themselves. He believed that the printed word engaged the mind, detribalised society and influence the environment, whereas the electronic media stimulate the senses and thus can detribalise society and reduce the engagement of man in labour. The implication of the foregoing is that dissemination of information through posters can influence the environment, for that matter, care must be taken such that the resultant effect would not be negative.

Article 163 of the 1992 Constitution of the Republic of Ghana gives everybody in Ghana the opportunity to freedom of expression. Indeed, the method of spreading this information or pasting of posters in our environment is not clearly stated. Not long ago Rogers (1996) affirmed that the spreading of information has the tendency of setting agenda for a country and necessary create platform for positive or negative achievement.

Notwithstanding these arguments, the method in which pasting notices are used to reach the general public these days is causing more harm in our communities instead of it to inform, advertise and educate us. Posters which are meant to be placed at vantage points, thus where a lot of people can see have now turned into a harmful tool in our communities. In Ghana posters(notices) are now used by several agencies in our communities to destroy the appearance of private and government buildings. It goes further to distract road

users along the high street, dirty and litter the environment, choke gutters and even cause owners of buildings to spend time and money to clear the posters pasted on their building.

Buckingham, (2003) stated that the habit of using the media if care is not taking can negatively impact the society. Indiscriminate pasting of posters in public places destroy the image of the communities and also damage the environment. Although, the AMA and TMA have set procedures individuals and organisations must use to disseminate their information, the fact still remains that most of these are pasted illegally, without care, making no distinctions and even without taking permission.

According to encarta dictionary. (2009), indiscriminate pasting refers to the act of placing posters unselectively making no careful distinctions or choices. In fact, it describes it as a haphazard, random and confused pasting of posters related to public places and private places such as walls, poles, fences and hoardings. There are thousands of illegal posters attached to both public and private property. When the posters are peeled off, they deface surfaces, create litter which pollutes pavements and water drainage systems, and eventually have an adverse environmental effect on our water bodies and aesthetics.

The word Indiscriminate originated from the Latin word *discriminatum* which means without care or making distinctions hence thoughtless. Furthermore, Concise Oxford dictionary identify indiscriminate to imply done or acting randomly. Inferring from the previous definitions the researchers define the word "indiscriminate" as the act of making tenacious or unsystematic orientation without making careful judgment.

Post (p^{ost}) means to display in a place for public view, or to announce publicly.(wikipedia.org/wiki.). According to Concise Oxford dictionary the word post is a means to display in public place or announce. The Microsoft Encarta. (2006) describes poster as "a mass-produced advertisement or announcement, usually printed on large sheets of paper, for public display". The Cambridge International Dictionary of English. (1995) observes a poster as "a large printed picture, photograph or notice which you stick or pin to a wall or board". From the above definitions the researchers describe a poster as small or large printed information on a sheet of paper or cloth either in a pictorial or text form which can be displayed to send message to the public or to serve as a form of advertisement for the public.

1.1. Types of Posters

According to <http://www.ciat.cgiar.org/biotechnology/in-focus> the major types of posters in focus are:

- a. Theatrical posters which are posters often made with realistic illustration of scenes from the open, plays or burlesques for advertisement.
- b. Text posters are designed with text only in order to attract the viewer.
- c. Illustrative posters are also designed with only illustration. The whole design is made up of pictures without the inclusion of text.
- d. Film posters are posters called movie posters, they are colorful poster that advertise movies and films in doll wood, and these are posters made purposely to boom popularity of silence.
- e. Educational posters are posters about a particular subject which may be used for educational purpose.

1.2. Purpose of Posters

<http://zambezi-art.com/tag/common-types-of-posters-toe>, identifies that posters are used to educate or advertise products or publish events. Many posters are used for advertising products, giving information or educating the public. Posters continue to be used for purposes like, advertising films, music (both concerts and recorded albums)

1.2.1. Informative or Educational Posters

Informative posters are custom posters that spread awareness and information. These are usually used for awareness drives for certain kinds of issues. Most commonly, these custom posters are made for environmental protection campaigns and social awareness drives. They may carry the image of an endangered species for example with text asking you to help save them. Or it might tell you about sexually transmitted diseases such as HIV and AIDS.

Posters are used in academia to promote and explain research work. They are typically shown during conferences, either as a complement to a talk or scientific paper, or as a publication. For example, an educational poster can be used to educate the general public about the need to wash the hands after going to the toilet.

Informative posters are a standard feature of classrooms worldwide.

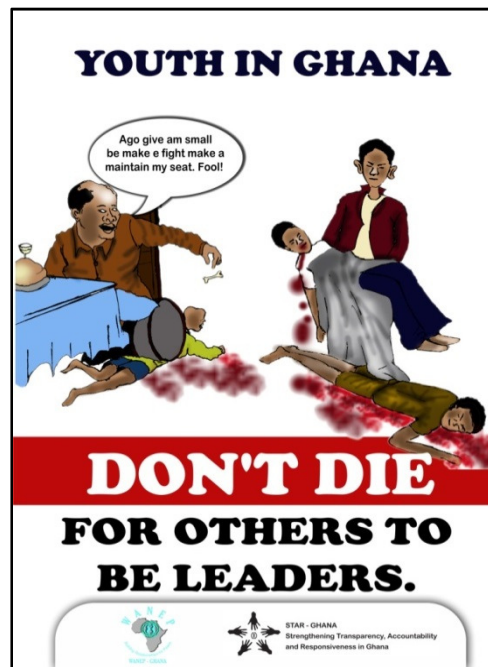


Figure 1: The above illustration is a Sample of Informative or educational Poster

It will display a variety, including: advertising tie-ins (e.g. an historical movie relevant to a current topic of study); alphabet and grammar; numeracy and scientific tables; safety and other instructions; artwork and displays by the students. Informative posters presentations are often illustrated with simple lettering for clarity.

1.2.2. Advertising Posters

Full color advertising posters are of course the most common type of posters. They basically advertise a product, service or event. This usually involves a nice full color image of product or service being advertised and a few helpful words and sentences that promote how good they are. There is intense competition nowadays in the design and layout of such posters. Since usually the best and most eye-catching posters can attract more customers. Advertising posters are used as its name implies for advertisements.

The film industry quickly discovered that vibrantly colour posters were an easy way to sell their pictures. Today, posters are produced for most major films, and a collection of movie posters have become a major hobby. Posters advertising events have become common. Any sort of public event, from a rally to a play, may be advertised with posters; a few types of events have become notable for their poster advertisements.



Figure 2: The above illustration is an advertising Poster

1.2.3. Subject Posters

Color posters for certain "subjects" are also very common. These posters usually have a certain specific subject as the centerpiece of its design. It can be a "band poster" displaying a certain musical ensemble, or it can also be an "artist poster" showing off a great artist. The goal of creating subject posters is to show all or a large portion of devoted fans on one poster which will be presented as a scene from nature, and a word such as "Leadership" or "Opportunity." and can be seen in a place where many other fans or members have access (a club house, fan webpage, public place).



Figure 3: The above illustration is an informational Poster

From the fore-going, the researchers are of the view that posters are the best means of educating and creating awareness to the public on how to fight against bad practices in the school, or in the community. As such this project will serve as a platform to educate students and the public alike on how posters will be used to fight against bad activities.

2.4. Characteristics of Posters

Amenuke et al (1991) believe that poster must be easy to read, attract attention and look pleasing. The Microsoft Encarta 2007 and <http://www.ciat.cgiar.org/biotechnology/in-focus> also consented that Posters usually consist of colorful images and a brief text or identified trademark.

- They have bold and attractive background.
- Posters must be able to attract the viewer and must be easily read at a glance.
- They must carry visual effect than written information.
- The text used must not be overcrowded and the colours should be considered to be attractive.
- They must carry simple messages and clear information.

2.5. Community

Henderson. (2007) describes community as a group of two or more people who have been able to accept and transcend their differences regardless of the diversity of their backgrounds, and to work together towards goals identified as being for their common good. The word "community" is derived from the old french word *communité* which is derived from the Latin *communitas* (*cum*, "with/together" + *munus*, "gift"), a broad term for fellowship or organized society. (www.wikipediafreeencyclopedia)

From <http://www.thefreedictionary.com/community> a community is defined as a residential area where the houses are all planned and built at the same time in which people live near one another; "it is a friendly neighborhood"

Smith, (2001) emphasized that the term community has two distinct meanings: (1) Community usually refers to as a social unit larger than a small village that shares common values. The term can also be referred to as the national community or international community, and, (2) in biology, a community is a group of interacting living organisms sharing a populated environment. A community is a group or society, helping each other.

In human communities, intent, belief, resources, preferences, needs, risks, and a number of other conditions may be present, affecting the identity of the participants and their degree of cohesiveness. If community exists, both freedom and security may exist as well. The community then takes on a life of its own, as people become free enough to share and to be secured enough to get along. The sense of connectedness and formation of social networks comprise what has become known as social capital.

2.6. Types of Community

Smith, (2001) elaborated on a number of ways to categorize types of community. One such breakdown is:

1. Geographic communities: range from the local neighbourhood, suburb, village, town or city, region, nation or even the planet as a whole. These refer to communities of *location*.
2. Communities of culture: range from the local clique, sub-culture, ethnic group, religious, multicultural or pluralistic civilization, or the global community cultures of today. They may be concluded as *communities of need* or *identity*, such as disabled persons, or frail aged people.

3. Community organizations: range from informal family or kinship networks, to more formal incorporated associations, political decision making structures, economic enterprises, or professional associations at a small, national or international scale.

Communities are nested; one community can contain another for example a geographic community may contain a number of ethnic communities.

3. Methodology

For detailed description of activities performed by those who paste the posters, descriptive research was adopted for this study. Qualitative descriptive approach was used to record, describe, analyze and interpret as stated in (Denzin& Lincoln, 2003; Given, 2008) as to how posters are pasted and the environmental conditions it is causing. It also assisted the researchers immensely to holistically study the advantages and disadvantages as well as other innovative means of pasting posters in Ghana.

The target population for the study was the officials working with the Tema Metropolitan Assembly, Graphic Designers in Tema as well as the general public. The descriptive and analytical methods were adopted in writing this research. The data collected was assembled analyzed and interpreted.

As mentioned by Leedy and Ormrod (2005), data collection instruments such as questionnaire, interview and observation were used to collect data for the study. The researchers used observation, questionnaires, interviews as well as documentary source as instruments to collect the needed information. Questionnaires were designed for the general public, graphic designers and officials working at Tema Metropolitan Assembly. The researchers briefed the respondents the purpose of the study.

To obtain relevant and reliable data for this study, random sampling was used in conducting interviews. A simple random method is one in which all the people involved have an equal chance of being chosen. The researchers employed this method because it gives room for the researchers to send the questionnaires to the general public, graphic designers and officials of Tema Metropolitan Assembly.

Photographs of pasted posters in Tema Metropolitan area were taken by researchers. A total of 106 pictures were taken and subjected to critical examination through context analysis. Only the pictures relevant to the study were assembled, described, analyzed, interpreted and conclusions drawn and recommendations made.

4. Results and Discussion

Generally, this section deals with the procedure used in presenting the data collected from the entire population for this study. Data was obtained from through questionnaires and interview administered to officials in the Tema Metropolitan Assembly, general public and graphic designers within Tema Metropolitan Assembly.

4.1. Data Collection Results

This exercise was carried out to ascertain some of the reasons, to seek answers to why people indiscriminately paste posters in the Tema Metropolis. The study was conducted on three categories of people in the Tema Metropolis thus the general public, official in the Tema Metropolitan Assembly and graphic designers.

	Frequency	Percent	Valid Percent
Male	30	54.5	54.5
Female	25	45.5	45.5
Total	55	100.0	100.0

Table 1: Sex of Sampled Population from the Tema Metropolis

Source: Field work, 2013

A critical study of the table (1) reveals that fifty-five (55) sampled population responded to the questionnaire, thirty (30) were males representing 54.5% and twenty-five (25) were females representing 45.5%. The study indicates that majority of the respondents who answered the questionnaires on the study indiscriminate posting of posters and its implication within the Tema Metropolis are males.

	Frequency	Percent	Valid Percent
20-25	14	25.5	25.5
26-35	34	61.8	61.8
35 and above	7	12.7	12.7
Total	55	100.0	100.0

Table 2: Age of Sample Population

Source: Field work, 2013

A close study of table (2) the sample population shows that fourteen (14) ranged between the ages 20-25 representing 25.5%, thirty-four (34) ranged from 26-35 representing 61.8% and seven (7) ranged from 35 and above representing 12.7%. The study revealed that majority of the sampled population age range is 26-35. This indicates that the majority of the respondents are in the youthful stage.

	Frequency	Percent	Valid Percent
Secondary	7	12.7	12.7
Technical/Vocational	11	20.0	20.0
Tertiary	37	67.3	67.3
Total	55	100.0	100.0

Table 3: Educational Background of Sampled Population

Source: Field work, 2013

A critical Study of table (3) shows that, fifty-five (55) sampled population who responded to the questionnaire, seven (7) representing 12.7% are S.H.S certificate holders, eleven (11) representing 20.0% are Technical/Vocational certificate holders, and thirty-seven (37) representing 67.3% are holding tertiary certificates. The researchers assert that majority of the sampled population are holders of tertiary certificates. This implies that those who hold the tertiary certificates are knowledgeable with regards to the topic indiscriminate posting of posters in our communities and its implication.

	Frequency	Percent	Valid Percent
Student	11	20.0	20.0
Secretarial Job	13	23.6	23.6
Fashion design	3	5.5	5.5
Web developer	12	21.8	21.8
Graphic Design	5	9.1	9.1
Nurse	4	7.3	7.3
Teacher	7	12.7	12.7
Total	55	100.0	100.0

Table 4: Occupation of Sampled Population

Source: Field work, 2013

A close study of table (4) above reveals that out of 55 sampled populations, eleven (11) are students representing 20.0%, thirteen (13) are secretaries representing 23.6%, three (3) are fashion designers representing 5.5%, twelve (12) are web developer representing 21.8%, five are graphic designers representing 9.1%, four (4) nurses representing 7.3% and seven (7) are teachers representing 12.7%. The studies revealed that majority of the sampled population are secretaries and are skilled with regards to publicity and communication.

	Frequency	Percent	Valid Percent
Yes	54	98.2	98.2
No	1	1.8	1.8
Total	55	100.0	100.0

Table 5: Do you know what a poster is?

Source: Field work, 2013

A critical study of table (5) above shows that out of fifty-five (55) respondents fifty (54) representing 98.2% knows what a poster is and one (1) representing 1.8% did not know a poster. The study revealed that majority of the respondents know what a posters are based on the highest percentage of responses provided by sampled population.

	Frequency	Percent	Valid Percent
To disseminate information	23	41.8	41.8
A form of advertisement	23	41.8	41.8
For subjecting issues	9	16.4	16.4
Total	55	100.0	100.0

Table 6: Uses of Posters

Source: Field work, 2013

A critical study of table (6) above shows that out of fifty-five (55) twenty-three (23) sampled representing 41.8% stated that posters are used to disseminate information, twenty-three (23) representing 41.8% stated that a poster is a form of advertisement, nine (9) representing 16.4% stated that posters are used to address issues. The study revealed that the majority of respondents know that posters are used to disseminate information as well as advertisement within our communities.

	Frequency	Percent	Valid Percent
Yes	13	23.6	23.6
No	42	76.4	76.4
Total	55	100.0	100.0

Table 7: Does Posters add beauty to our environment
Source: Field work, 2013

A close study of table (7) above shows that out of fifty-five (55) thirteen (13) respondents representing 23.6% stated that posters add beauty to our environment, forty-two (42) representing 76.4% stated emphatically that posters do not add beauty to our environment. The study revealed that the majority of respondent's state that posters in our environments do not add beauty.

	Frequency	Percent	Valid Percent
Careless	31	56.4	56.4
Poor position	6	10.9	10.9
Pasted at wrong places	9	16.4	16.4
Pasted at unauthorized places	9	16.4	16.4
Total	55	100.0	100.0

Table 8: Opinion about how posters are pasted in our environments
Source: Field work, 2013

A close study of table (8) above shows that out of fifty-five (55) thirty-one (31) respondents representing 56.4% have the opinion that posters are pasted carelessly, six (6) representing 10.9% stated that posters are poorly positioned, nine (9) representing 16.4% say they are pasted at wrong places, another nine (9) respondents representing 16.4% also stated that they are pasted in unauthorized places. The study revealed that the majority of the sampled respondents have it in mind that posters are pasted carelessly or indiscriminately in our environments without a second thought.

	Frequency	Percent	Valid Percent
Yes	55	100.0	100.0
Total	55	100.0	100.0

Table 9: Indecent pasting of posters in our communities shows indiscipline
Source: Field work, 2013

A critical study of table (9) above shows that out of fifty-five (55) sampled, all the fifty-five (55) respondents representing 100% are of the view that indecent pasting of posters in our communities' shows indiscipline. This indicates that indecent pasting of posters in our communities implies indiscipline on the part of those who post it in our communities.

	Frequency	Percent	Valid Percent
Seek for authorization before pasting	2	3.6	3.6
Public education	17	30.9	30.9
Punishment and law enforcement	17	30.9	30.9
Provision of public notice boards	19	34.5	34.5
Total	55	100.0	100.0

Table 10: How do we solve the Problem?
Source: Field work, 2013

A close study of table (10) above shows that out of fifty-five (55) sampled population, two (2) respondent representing 3.6% stated that we must seek authority before pasting posters, seventeen (17) representing 30.9% stated that public education can help solve the problem, seventeen (17) representing 30.9% also stated that punishment and law enforcement can solve the problem, nineteen (19) representing 34.5% are of the view that there must be provision of notice boards. The study revealed that majority of the respondents is of the view that there should be provision of notice boards for that purpose of pasting posters in our environment.

	Frequency	Percent	Valid Percent
Yes	50	90.6	90.6
No	5	9.1	9.1
Total	55	100.0	100.0

Table 11: Pasting of Posters mal the beauty of our environment Yes/No?
Source: Field work, 2013

A close study of table (11) above shows that out of fifty-five (55) sampled population, fifty (50) respondents representing 90.9% stated yes, five (5) representing 9.1% stated no. The study revealed that majority of respondents agreed that posters dirty our environment.

	Frequency	Percent	Valid Percent
Yes	44	80.6	80.6
No	11	20.0	20.0
Total	55	100.0	100.0

Table 12: Posters on our roads and street distract attention Yes/No?
Source: Field work, 2013

A close study of table (12) above shows that out of fifty-five (55) sampled population, forty-four (44) representing 80.0% said yes, eleven (11) representing 20.0% said no. The study revealed that majority of the respondents is of the view that posters on our roads and street distract attention. This therefore implies that wrongful pasting of posters in our communities has some negative implications.

	Frequency	Percent	Valid Percent
It attracts attention	51	92.7	92.7
It gives the community negative image	2	3.6	3.6
They mislead people	2	3.6	3.6
Total	55	100.0	100.0

Table 13: If Yes how?
Source: Field work, 2013

A close study of table (13) above shows that out of fifty-five (55) sampled population, fifty-one (51) respondents representing 92.7% states that its colours attract attention, two (2) representing 3.6% states that it gives the community negative image and two (2) representing 3.6% also stated they mislead people. The study revealed that the majority of respondents are of the view that the bright colours used in designing posters attract attention.

	Frequency	Percent	Valid Percent
Yes	52	94.5	94.5
No	3	5.5	5.5
Total	55	100.0	100.0

Table 14: The appearance of buildings is destroyed with posters
Source: Field work, 2013

A close study of table (14) above shows that out of fifty-five (55) sampled population, fifty-two (52) respondents representing 94.5% said yes, three (3) representing 5.5% said no. The study revealed that majority of respondents is of the view that posters destroys the appearance of buildings.

	Frequency	Percent	Valid Percent
Punishment to culprits	23	41.8	41.8
Education	10	18.2	18.2
Provision of public notice boards	18	32.7	32.7
law enforcement	4	7.3	7.3
Total	55	100.0	100.0

Table 15: If yes in (14) above what measures can improve the situation.
Source: Field work, 2013

A close study of table (15) above shows that out of fifty-five (55) sampled population, twenty-three (23) respondents representing 41.8% stated punishment to culprits, ten (10) representing 18.2% stated education, eighteen (18) representing 32.7% stated provision of notice board, and four (4) representing 7.3% stated law enforcement. The study revealed that the majority of respondents prefer punishment to offenders as measures that can improve the situation of indiscriminate pasting of posters.

	Frequency	Percent	Valid Percent
Male	39	70.9	70.9
Female	16	29.1	29.1
Total	55	100.0	100.0

Table 16: Sex of Sampled Graphic Designers within Tema Metropolis
Source: Field work, 2013

A critical study of table (16) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire, thirty-nine (39) were males representing 70.9% and sixteen (16) were females representing 29.1%. The study revealed that majority of the sampled graphic designers who responded to the questionnaires of the study were males.

	Frequency	Percent	Valid Percent
20-25	14	25.5	25.5
26-35	30	54.5	54.5
35 and above	11	20.0	20.0
Total	55	100.0	100.0

Table 17: Age of Sampled Graphic Designers
Source: Field work, 2013

A critical study of table (17) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire, fourteen designers age ranged from 20-25 representing 25.5%, thirty designers ranged between 26-35 representing 54.5% and eleven were above thirty-five representing 20.0%. The study revealed that the majority ranged between 26-35 years.

	Frequency	Percent	Valid Percent
Secondary	3	5.5	5.5
Technical/Vocational	9	16.4	16.4
Tertiary	43	78.2	78.2
Total	55	100.0	100.0

Table 18: Level of Education Sampled Graphic Designers
Source: Field work, 2013

A critical study of table (18) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire, three (3) possess Secondary certificate, nine (9) are technical/vocational certificate holders and forty-three (43) are having tertiary certificate. On the analysis of the educational level, majority of the sampled graphic designers are from tertiary.

	Frequency	Percent	Valid Percent
Graphic Design	30	54.5	54.5
Student	8	14.5	14.5
Secretarial Job	3	5.5	5.5
Graphic Artist	5	9.1	9.1
Web developer	4	7.3	7.3
Graphic Teacher	4	7.3	7.3
IT Technician	1	1.8	1.8
Total	55	100.0	100.0

Table 19: Occupation of Sampled Respondents
Source: Field work, 2013

A critical study of the table (19) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire, thirty (30) are graphic design students representing 54.5%, eight (8) are secretaries representing 14.5%, five (5) are graphic artist representing 9.1%, four (4) are web developers representing 7.3%, another four (4) are graphic design teachers representing 7.3%, one (1) an IT technician representing 1.8%. The studies revealed that majority of the graphic designers were students who have received higher education in relation to the course of study.

	Frequency	Percent	Valid Percent
Yes	55	100	100.0
Total	55	100.0	100.0

Table 20: Do you design Posters? Yes /No
Source: Field work, 2013

A critical study of the table (20) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire representing 100% designs posters. This indicates that all the respondents' design posters with respective to their occupation.

	Frequency	Percent	Valid Percent
Information/education	25	45.5	45.5
A form of advertisement	20	36.4	40.0
For subjecting issues	8	14.5	14.5
Communication	2	3.6	3.6
Total	55	100.0	100.0

Table 21: If yes, what is it used for?

Source: Field work, 2013

A critical study of the table (21) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire, eight (8) representing 14.5% stated that is used to subject the public on issues, twenty (20) representing 36.4% stated that is a form of advertisement, twenty-five (25) representing 45.5% stated that is used to disseminate information, two (2) representing 3.6% stated that is used to communicate. The study revealed that majority of the graphic designers stated that posters are used to disseminate information to the public within the community.

	Frequency	Percent	Valid Percent
Yes	8	14.5	14.5
No	47	85.5	85.5
Total	55	100.0	100.0

Table 22: Are you happy of the way posters are pasted in our communities? Yes/No

Source: Field work, 2013

A close study of the table (22) reveals that a total number of fifty-five (55) graphic designers who responded to the questionnaire, forty-seven (47) representing 85.5% stated no, eight (8) representing 14.5 stated yes. The study revealed that majority of the designers sampled are not happy with the way posters are pasted in our communities.

	Frequency	Percent	Valid Percent
Pasted at unauthorized places	25	45.5	45.5
Poor position	15	27.3	27.3
Dirty environment	15	27.3	27.3
Total	55	100.0	100.0

Table 23: What is your opinion about how it is pasted in your communities?

Source: Field work, 2013

A close study of the table (23) reveals that a total number of fifty-five (55) graphic designers who responded to the questionnaire, twenty-five (25) representing 45.5% stated that posters are pasted at unauthorized places, fifteen (15) representing 27.3% stated that is poorly position and another fifteen (15) representing 27.3% stated that it makes the environment dirty.

	Frequency	Percent	Valid Percent
Yes	55	100	100.0
Total	55	100.0	100.0

Table 24: Do you know that pasting of posters dirty our environment? Yes/No

Source: Field work, 2013

A critical study of table (24) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire representing 100% stated yes. All the respondents are of the view that indiscriminate pasting of posters in our communities dirty the environment.

	Frequency	Percent	Valid Percent
Yes	55	100	100.0
Total	55	100.0	100.0

Table 25: Do we educate our client on the best ways to paste posters in our communities? Yes/No

Source: Field work, 2013

A critical study of table (25) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire representing 100% stated yes. This implies that all the graphic designers within the Tema Metropolis educate their client on the best ways to paste posters in our communities.

	Frequency	Percent	Valid Percent
Punishment to culprits	17	30.9	41.8
Education	5	9.1	18.2
Provision of public notice boards	33	60.0	32.7
Total	55	100.0	100.0

Table 26: What measures can improve this situation.

Source: Field work, 2013

A critical study of the table (26) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire, seventeen (17) representing 30.9% stated that punishment should be given to culprits, five (5) representing 9.1% stated that education, 33 representing 60.0% stated notice board should be provided. This means that majority of the graphic designers have the idea that provision of notice board will be the best measures to solve the problem of indiscriminate posting of posters in our communities.

	Frequency	Percent	Valid Percent
Yes	37	67.3	67.3
No	18	32.7	32.7
Total	55	100.0	100.0

Table 27: Do you know that Posters on our roads, street distract our attention and this can cause accidents?

Source: Field work, 2013

A critical study of the table (27) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire, thirty-seven (37) representing 67.3% stated yes, eighteen (18) representing 32.7% stated no. The study revealed that the majority of the graphic designers are of the view that posters on our roads, street distract our attention and this can cause accidents to road users.

	Frequency	Percent	Valid Percent
Yes	40	72.7	72.7
No	15	27.3	27.3
Total	55	100.0	100.0

Table 28: If the Municipal Assembly in your district should provide boards for you to paste your posters and charge a small levy, can that help solve the problem? Yes/No

Source: Field work, 2013

A critical study of table (27) reveals that a total number of fifty-five (55) sampled graphic designers who responded to the questionnaire, forty (40) representing 72.7% stated yes, fifteen representing 27.3% stated no. The studies revealed that majority of the graphic designers are willing to pay a small levy if the Tema Metropolitan Assembly will make a notice board in our communities for pasting of posters.

4.2. Interview with the Tema Metropolitan Official

A response from officials in charge of Public advertisement in the Tema Metropolitan Office affirmed that there is bye – laws which forbid people from pasting posters in the public indiscriminately. The law indicates that no advertisement is supposed to be mounted in the metropolis without the approval or a permit from T.M.A. Out of the 55 respondents all agreed to the existence of the law. Critical study at the questionnaire sampled from the graphic designers implies that they know the law but the problem has to do with the general public who these posters fall in their hands.

Below are photographs which show negative effects that indiscriminate pasting of posters is causing in our environment.



Figure 4: Photographs showing Indiscriminate pasting of posters on buildings in Tema Metropolis



Figure 5: Photographs showing Indiscriminate pasting of posters on walls in Tema Metropolis



Figure 6: Photographs showing Indiscriminate pasting of posters in the street in Tema Metropolis



Figure 7: Photographs showing Indiscriminate pasting of posters on signposts in Tema Metropolis



Figure 8: Photographs showing Indiscriminate pasting of posters on offices in Tema Metropolis

5. Conclusions

Poster is a form of communication intended to persuade an audience (viewers or readers) to take advantage on products, ideas or service. In trying to put these messages across to others there are bound to be challenges. In using posters as a form of communication, organizations and agencies within Tema Metropolis used posters accompanied by concepts that are intended to inform or persuade the general public about events, goods or services tend to be disadvantage of the environment. From the data collected and analyzed, most graphic designers in the Tema Metropolis do not know of any law that prevents the public from pasting in their communities.

Again, the researchers employed interview structured to gather primary data from a sample population of the studies. The sample study consists of three categories of stakeholders namely Graphic Designers, Tema Metropolitan Assembly Officials as well as the general public. From the data collected and processed, the conclusion from the findings was that, the indiscriminate posting of posters in the communities in Tema is lack of knowledge on laws on the part of the general public and graphic designers.

Furthermore, poorly pasted posters in our communities is as a result of ignorance on the part of the general public and also lack of severe punishment that is mitted on perpetrators.

From the researchers' point of view, majority of poorly pasted posters are as a result of lack of education to the general public, coupled with negligence of the officials in the Tema Metropolitan Assembly. Also, the indiscriminate Pasting of Posters is partly attributed to lack of notice boards in our communities, as well as ignorance on the part of the people.

6. Recommendations

Based on the findings made from the study and the conclusions drawn, the researcher would like to make the following recommendations.

Advertisers Association of Ghana and Graphic Design industry should team up and organize refresher courses to Graphic Designers in the Tema Metropolis and across the country on the best ways of pasting or mounting posters.

To add to the above, Tema Metropolitan Assembly should intensify the awareness of the adverse effect of poorly pasted posters to the communities which affects the environment of living. Tema Metropolitan Assembly should also have outlined rules that must be observed when posters are pasted along our roads. This is to suggest that rules and regulations that govern posting of posters must be enforced.

Also, punishment for perpetrators should be made severe to prevent people from pasting posters indiscriminately in our communities.

Lastly, Tema Metropolitan Assembly should provide notice boards in our communities for that purpose and a small levy should be charged so that people can afford to pay. This will go a long way to keep our communities clean from the mess caused by posters.

7. References

- i. 1. Amenuke, S. K., Dogbe, B.K., Asare, F.D.K., Ayiku, R.K., & Baffoe, A. (1991). General Knowledge in Art for Senior Secondary School. Ministry of Education, UK, London: Evans Brothers Publications
- ii. 2. Act of The Parliament of the Republic of Ghana (1992). Constitution of The Republic Of Ghana. Assembly Press of Ghana Publishing Corporation, Accra, Ghana.
- iii. Buckingham D. (2003). Media education: Literacy, learning and contemporary culture. Cambridge, U.K. Polity.
- iv. Denzin, N.K, & Lincoln Y.S. (2003).Collecting and Interpreting Qualitative Materials, (2nd Edition). California, USA: Thousand Oaks Publications.
- v. Encarta dictionary (2009)
- vi. Given, L.M.(2008). The SAGA Encyclopedia of Qualitative Research Methods. Volumes 1&2. New York, U.S.A: Sage Publications, Inc.
- vii. Henderson, J. (2007). Environment. London, UK, British Library Publication
- viii. <http://zambezi-art.com/tag/common-types-of-posters-today/> accessed 25/01/14
- ix. Koomson, F. (2013)Indiscriminate Posting of Posters in our Communities and Its Implication. Unpublished thesis UEW.
- x. Leedy, P. D. & Ormrod, J.E (2005). Practical Research. Planning and Design, 8th Edition. New Jersey, USA: Pearson Prentice Hall Publications.
- xi. Rogers E.M. (1996) Communication Concepts: Agenda setting thousand Oaks: Sage Publications : USA
- xii. Smith, M. K. 2001. Community. Encyclopedia of informal education. accessed 02/10/13
- xiii. The world Bank and International Telecommunication Union (2012). The Little Data Book on Information and Communication Technology. Washington D.C: USA