

## ASSESSMENT OF THE ROLES OF DIFFERENT TYPE'S OF MEDIA IN THE PROMOTION OF VALENTINE: THE COST, RATE AND THE IMPACT

Konye Cynthia IKEMS, *Ph.D*  
Department of Broadcasting  
Faculty of Communication and Media Studies  
University of Port Harcourt  
Choba, Rivers State

AND

Bassey Sunday UDOM, *Ph.D*  
Sociology and Anthropology Social Sciences  
University of Uyo  
Akwa Ibom State, Nigeria

### ABSTRACT

*The study sought to assess the roles of different types of media in the promotion of Valentine's Day: the cost, rate, and impact. Valentine's Day is basically associated with the idea of romantic love, a day in which we celebrate and remind ourselves of the supreme importance of love. Through social media, the celebration of Valentine's Day has gone viral. People use social networks to connect with people with whom they have existing relationships. In the process, they also form new relationships. Social networks allow you to share media and customize your look and feel online. The study analyzed the concept of media, the concept of Valentine's Day celebration, the types of media, the roles, the impact, and the cost of media in the promotion of Valentine's Day. It was on the same basis that the study concluded that media and Valentine's Day are both about nurturing relationships. Social media platforms such as Facebook, WhatsApp, Instagram, and Twitter, among others, have made the celebration of Valentine's Day easier for lovers to reach each other. Through social media, the celebration of Valentine's Day had gone viral as people were informed and educated on the essence of the day. Social media is about building relationships. Valentine's Day is about paying attention to relationships and strengthening relationship bonds. One of the recommendations made was that Valentine's Day celebrations should be advertised in the media to make it easier for lovers to reach each other.*

**KEYWORDS:** Roles of Media, Promotion, Cost, Rate, Impact and Valentine

### Introduction

Numerous anthropologists, historians, and other specialists have conducted research on the origins of Valentine's Day. The festival is now observed all over the world, despite the fact that it is thought to have started in the West. Valentine's Day is primarily a celebration of romantic love and a time to remind ourselves that love is the most important thing in the world. Actually, it's a day that many people detest and a marketing bonanza. However, it highlights the loneliness experienced by some single people. It frequently holds the partnership itself, as well as the other individuals in a

relationship, to high standards. Advertising is largely responsible for the spread of norms. Every February, a deluge of advertisements promotes the myth that spending a particular amount of money on a limited selection of gifts is the greatest (and sometimes the only) way to show your partner or spouse that you care

Information and communication technology (ICT) stakeholders claim that social media has raised Valentine's Day awareness more than before. They assert that the numerous social media sites, including Facebook, Whatsapp, Instagram, and Twitter, among others, have made Valentine's Day more accessible for lovers. Thanks to social media, Valentine's Day is now widely observed as more people become aware of its significance. The main focus of social media is relationships. Valentine's Day is all about promoting romantic relationships and honoring love. (Taha, 2017). Relationships in general require a number of essential elements, such as listening to what your clients have to say about you, identifying with them, being honest (honesty builds trust, and without trust, your business will not succeed), showing appreciation for your clients, and being enthusiastic about your work. (Long-lasting and valuable relationships are filled with passion, dedication, and hard work). Social networks are used by people to connect with others with whom they already have relationships. They create new connections while doing this. You can share media on social networks and alter how you appear online. Online groups can be created by individuals who all have similar interests.

### **Concept of Media**

Media refers to media technologies used to disseminate information to a wide audience (Bradley, 2018). The key function of a media is to communicate various messages through television, movies, advertising, radio, the internet, magazines, and newspapers. Media is the term we use to refer to different types of media that provide us with important information and knowledge. Media has always been part of our society, even when people used paintings and writings to share information. Media" not only contains and disseminates information worldwide, like electronic broadcast media, but it is also capable of processing information in an interactive manner since it is computer-based, i.e., its information objects are virtual machines. The media are best defined by the roles they play in society. They educate, inform, and entertain through news, features, and analysis in the press. They also produce documentaries, dramas, current affairs programs, public service announcements, magazine programs, and other forms of programming for radio and television. The media is a conduit through which voices, perspectives, and lives are brought into the public sphere. In the last decade, Africa has witnessed a massive growth of online media, which is being exploited by both urban and rural communities to access and deliver information for social and business purposes. The media also plays a critical role in facilitating social change and shaping public opinion and attitudes (Fred 2017). Through its reporting, the media can put a spotlight on critical developments that impact people's lives negatively and positively, as well as bring to the forefront issues that are often ignored and voices that are marginalized. The media's agenda-setting function often influences debate, thinking, and priorities within society.

Mass media refers to the usage of different forms of media by a large number of people. These are generally agencies of communication that convey information, news,

education, as well as entertainment, to mass audiences. Some forms of mass media have the capacity to carry both forms of communication: interpersonal (one-to-one) and mass (one-to-many). Nowadays, the everyday lives of children and adolescents are interpenetrated by media. They use media devices to communicate, to be entertained, to inform themselves, et cetera. A life without media seems unimaginable. Media are incorporated into ordinary life. Young people are growing up in different environments that offer different learning opportunities. Media play a special role in the formal and informal educational contexts of children and adolescents because media are an essential part of their culture with their families, their friends, and within their schools (e.g., Livingstone and Bovill 2001). Media are the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting, digital media, and advertising. Research and data have shown how the media reinforces stereotypes, especially on issues of gender, religion, and culture. Women are often portrayed in subordinate roles to men. When journalists look for sources for their stories, they often gravitate towards the powerful people in any community, who are mostly men. Women are often portrayed in their traditional roles as wives, mothers, and care-givers, while men are seen as powerful, resourceful, leaders, and many other such roles associated with power.

### **Concept of Valentine**

Valentine's Day is a holiday when lovers express their affection with greetings and gifts. It is also called St. Valentine's Day. The holiday has expanded to express affection between relatives and friends. Saint Valentine's Day is not a public holiday in any country, although it is an official feast day in the Anglican Communion (Holy Days, 2012) and the Lutheran Church (Pfatteicher, 2018). Many parts of the Eastern Orthodox Church also celebrate Saint Valentine's Day on July 6 in honor of Roman presbyter Saint Valentine and on July 30 in honor of Hieromartyr Valentine, the Bishop of Interamna (modern Terni) (Kyrrou, 2015).

Valentine's Day, also called Saint Valentine's Day or the Feast of Saint Valentine, is celebrated annually on February 14. It originated as a Christian feast day honoring a martyr named Valentine. Through later folk traditions, it has become a significant cultural and commercial celebration of romance and love in many regions of the world (Kithcart, 2013). There are a number of martyrdom stories associated with various Saint Valentines connected to February 14, including an account of the imprisonment of Saint Valentine of Rome for ministering to Christians persecuted under the Roman Empire in the third century (Chryssides, 2014). According to an early tradition, Saint Valentine restored sight to the blind daughter of his jailer. Numerous later additions to the legend have better related it to the theme of love: an 18th-century embellishment to the legend claims he wrote the jailer's daughter a letter signed "Your Valentine" as a farewell before his execution. Another tradition posits that Saint Valentine performed weddings for Christian soldiers who were forbidden to marry (Chryssides, 2014). The 8th-century Gelasian Sacramentary recorded the celebration of the Feast of Saint Valentine on February 14. The day became associated with romantic love in the 14th and 15th centuries when notions of courtly love flourished, apparently by association with the "lovebirds" of early spring. In 18th-century England, it grew into an occasion for couples to express their love for each other by presenting flowers, offering

confectionery, and sending greeting cards (known as "valentines"). Valentine's Day symbols that are used today include the heart-shaped outline, doves, and the figure of the winged Cupid. In the 19th century, handmade cards gave way to mass-produced greetings. In Italy, Saint Valentine's keys are given to lovers "as a romantic symbol and an invitation to unlock the giver's heart", as well as to children to ward off epilepsy (called Saint Valentine's Malady) (St. Valentine 2012).

A popular belief about St. Valentine is that he was a priest from Rome in the third century AD. Emperor Claudius II and his army were involved in many battles, but he believed Roman men who were married didn't make very good soldiers as they weren't very keen on going to war and leaving their wives and families behind. The ruler decided to ban marriage, a move that Valentine thought was unfair, so he broke the rules and arranged marriages in secret (Newsround, 2022). When Claudius found out, Valentine was thrown in jail and sentenced to death. Legend has it that he fell in love with the jailer's daughter, and when he was taken to be killed on February 14, he sent her a love letter signed "from your Valentine". According to other accounts, St. Valentine was assassinated for attempting to help Christians who were being mistreated under Emperor Claudius II's rule escape from Roman prisons.

## Types of Media

The goal of media is to convey an advertising message to the audience through the most appropriate media channel for their product. There are several forms of media available today, including:

**Print Media:** is the oldest form of media and includes all types of printed paper publications, such as newspapers, magazines, books, reports, clinical journals, leaflets, essays, etc. For the generations of the 80s and 90s, print media was the only medium for entertainment. People relied on newspapers and magazines to learn everything, from recipes and entertainment news to important information about the country or the world. It also comprises daily newspapers (morning and evening); weekly newspapers; periodicals; magazines of general or special interest to sports fans, women, children, literary-minded tourists, fashion designers, gardeners, wildlife enthusiasts, etc.; or trade journals of interest to different businesses. These carry articles, news items, and advertisements, for example, in the hospitality industry. The media of the hospitality industry is what its producers use to communicate with their customers and provide information to tourists. Print media, particularly newspapers and magazines, still dominates the scene. Examples of print media include:

- ✚ **Newspapers:** Printed and distributed on a daily or weekly basis. They include news related to sports, politics, technology, science, local news, national news, international news, birth notices, and entertainment news related to fashion, celebrities, and movies. Today's parents grew up with this type of printed media.
- ✚ **Magazines:** Printed on a weekly, monthly, quarterly, or annual basis. It contains information about finance, food, lifestyle, fashion, sports, etc.
- ✚ **Books:** focused on a particular topic or subject, giving the reader a chance to spread their knowledge about their favorite topic.

- ✚ **Banners:** Used to advertise a company's services and products, posters are hung on easily noticed sights to attract people's attention.
- ✚ **Billboards:** Huge advertisements created with the help of computers. Their goal is to attract people passing by.

**Broadcast Media:** was introduced at the beginning of the 20th century in the form of radio and (later) television. As the introduction of TV downsized the importance of radio as a means for people to access information in the form of news, broadcast TV is now starting to fall behind as online media sources take over. The broadcast media consist of radio and television. Messages are transmitted by these media through the atmosphere and received by the viewers and listeners at their respective places. They carry sports-sponsored programmes and commercials, etc., for example, the BBC TV programme to motivate a number of tourists. Broadcasting media includes videos, audios, or written content that provides important or entertaining information shared by different methods:

- ✚ **Television:** In the past, there were a few channels sharing various types of content, whereas now we have hundreds of TV channels to choose from. Each channel delivers a different type of content, so you have a separate channel for news, drama, movies, sports, animation, nature, travel, politics, cartoons, and religion. It's the number one broadcasting media due to its reach to the audience.
- ✚ **Radio:** Uses radio waves to transmit entertaining, informative, and educational content to the public. Due to its high reach among the audience, radio is widely used for advertising products and services. Radio is one of the oldest means of entertainment, and today people often hear it to find out the weather and traffic while commuting.
- ✚ **Movies:** Film, motion picture, screenplay, or moving picture—or movie—has world-wide reach ability. It's the best type of mass media to promote cultures and spread social awareness. Movies have always played a huge part in the entertainment world.

**Digital Media:** makes up an increasingly vast portion of modern communications and is comprised of intricately encoded signals that are transmitted over various forms of physical and virtual media, such as fiberoptic cable and computer networks, as well as social media. Social media is a digital technology that facilitates the sharing of content, multimedia, and information through virtual networks and communities. There are more than 4.7 billion social media users around the world. The largest social media platforms are Facebook, YouTube, WhatsApp, Instagram, and WeChat. It has become obvious that the larger the social media platform, the larger the patronage of Valentine's Day wishes and celebrations. It is worthy of note that modern digital media include the Internet as a whole, but on a more granular level, "media" is used to indicate websites, blogs, podcasts, videos, digital radio stations, and mobile phones, as well as the communication methods used to transmit data such as instant messaging, video calls, and emails. Digital media comprises audio and video tapes. These are used by tourism departments, tour operators, etc. for promotional purposes. Audio tapes are now being used more and more for guiding services in museums, etc. This comprises:

- ✚ Hoardings (also called bill boards) which are printed and located at public places like busy streets or parks.
- ✚ Illuminated signs that may remain steady or keep flashing and changing.
- ✚ Wall paintings and posters (which are printed bulletins) are put up at railway stations, airports, offices, or carried by people on the streets.
- ✚ Panels that are small, painted or printed, and attached to kiosks on lamp posts, buses (inside as well as outside), railway compartments, taxis, exhibitions, trade shows, and fairs; and signs and banners at retail outlets.
- ✚ Window displays, sky balloons, and skywriting.

Media like newspapers, cinema, radio, and television that are managed by people other than the advertisers are known as "above the line" media. Other media, like direct mail, exhibitions, demonstrations, posters, bulletins, etc., are referred to as "below the line" media. This distinction is due to a practice of some agents to bill for the first type of media used, draw a line below it after providing for commission on them, and then bill for the costs of the other media below the line.

### **Roles of Media in the Promotion of Valentine**

The way romantic love is currently understood has undergone significant changes as a result of media privatization, commercial expansion, and cultural diversity. As a result, the Pink Chaddi Campaign's communication strategy underwent a significant modification in 2009. The movement gained momentum as a result of the issue via print, blogs, and television. There were numerous occurrences, both in support of and against Valentine's Day, that were reported in various ways by the media. The print media uses specialized content, supplements, news items, and a ton of advertisements to cover the Valentine's Day celebration. Each of these aims to accomplish something or make a point clear to the reader.

Valentine's Day and social media both focus on fostering relationships, and any holiday is a chance for businesses to interact with their customers and boost sales. Social networking provides some quick victories. Businesses gain attention by using innovative content and marketing initiatives built around holidays like Valentine's Day. The social media world is not just dominated with gifts for Valentine's Day. Valentine's Day card ideas, date suggestions, romantic surprises, marriage proposals, and other creative ways to spice up a friendship or reignite a flame in a relationship are all around us. Along with planning gifts and celebrations, people are also making unique arrangements within their means. (Micheal, 2022). A lot of well-known websites, like Amazon and Oprah, have published lists of inexpensive gift suggestions. Most websites have a filter that allows users to sort items by price. If you don't want to hazard a guess as to what your sweetie might prefer, Amazon also has a wish list option where people may select what they want, preventing both the recipient from being dissatisfied and the giver from worrying about whether they have purchased the ideal present. There are hilarious gifts available online, like amusing things to do if you are single and broken-heart cookies, for those who find Valentine's Day bothersome. There is also a

list online of the top 10 worst Valentine's Day gift ideas, along with a list of the most unoriginal ideas and the worst Valentine's Day dates. Social media helps you to

- ✚ Create a personalized Facebook ad. You can create an ad that will only be seen by one user. You can make it as special as you want without any fear that you are sharing it with the whole world.
- ✚ Upload a karaoke cover of your song on YouTube. It will be considered very romantic if you sing a song for your sweetheart in a room full of people. In fact, in this case, you will be singing in front of the entire World Wide Web. Share your recording on social media channels so that it is perfectly clear who your sweetheart is on Valentine's Day.
- ✚ Buy a generous Facebook gift (for charity); Facebook's online gift shop has an entire collection of gifts for charity. Whatever you spend will go to the charitable organization of your choice. Use the Sweethearts iPhone app to share personalized Sweethearts candies via Twitter; you can create, order, and share Sweethearts with creative and special messages on Valentine's Day.

### Impact of Media on Valentine Celebration

Valentine's Day expectations and pressures are greatly heightened by the media. People frequently only perceive the positive aspects of their friends and loved ones, which can cause them to feel inferior and envious. Valentine's Day advertisements may have a harmful effect on mental health, especially for men. Valentine's Day is ostensibly a time for romance and a day on which we honor and recognize the greatest value of love. In actuality, it's a holiday that many people detest and a gold rush for advertisers. It draws attention to certain people's loneliness, nonetheless, who are single. And it frequently holds other people in a relationship—both of them—to rigid standards.

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### **Rate of Promoting Valentine on Media**

Communication has been easier for Valentine's Day celebrations thanks in large part to the media. Instead of making the trip down to visit each other, folks who live apart from their spouses can utilize social media to have unlimited video conversations. With apps like IMO, Skype, and Messenger on our phones, we can make video calls, email images, and exchange gifts without having to risk traveling from one location to another. The cost of celebrating Valentine's Day was reduced, thanks in part to social media and mobile devices. You can call as many people as you want, using the money that would have been spent to buy gifts for various recipients, and begin traveling between locations to deliver them. Social media has evolved into a platform for communication and information sharing for every occasion, not just the Valentine's Day celebration. Consumers now frequently use social media as a medium for online shopping. Social media users would use platforms like Facebook, Instagram, TikTok, and others to do some of their holiday shopping.

### **Cost of Promoting Valentine on Media**

Valentine's Day is an occasion to celebrate love for partners, friends, and family. For those who express their love through gifts, it can be a major financial outlay. The National Retail Federation expected that each person would spend \$175 on Valentine's Day in 2022, while Lending Tree predicted that each person would spend \$208. The third-largest consumer holiday is Valentine's Day. The period of the conventional Valentine's Day consumer is currently in place. (Males buying gifts are no more). A successful Valentine's Day e-commerce campaign nowadays involves promotional items and messaging that speak to all consumer demographics. Valentine's Day spending is anticipated to increase to \$23.9 billion this year from \$21.8 billion in 2021, according to the National Retail Federation and Prosper Insights & Analytics (2023) annual poll, which would make it the second-highest year on record. This year, 41% of shoppers went online, making it the most popular place to shop for Valentine's Day gifts. Department stores came in second, followed by bargain stores, local small businesses, and florists. Nearly a quarter (22%), in addition to the traditional Valentine's Day gift choices of candy (56%), cards (40%), and flowers (37%), will choose to give jewelry. The survey's estimates for jewelry expenditure total \$6.2 billion, up from \$4.1 billion in 2021 and the biggest amount ever.

### **Conclusion**

The study concludes that media and Valentine's Day are both about nurturing relationships. Social media platforms such as Facebook, Whatsapp, Instagram, and Twitter, among others, had made the celebration of Valentine's Day easier for lovers to reach each other. Through social media, the celebration of Valentine's Day had gone viral as people were informed and educated on the essence of the day. Social media is about building relationships. Valentine's Day is about paying attention to relationships and strengthening relationship bonds.



## Recommendations

1. Valentine's Day celebrations should be advertised in the media to make it easier for lovers to reach each other.
2. Media makes communication simple for people all over the world. Therefore, Valentine's Day celebrations should be encouraged on media such as TV, radio, print, and social media.

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