

Radio Advertisement in Benin: Actors, Styles, Technologies

Tilo Grätz¹

¹Univ. of Halle, SfE, Halle, Germany

tilograetz@yahoo.de

The paper explores the growing importance of advertising spots in African electronic media, exemplified by radio commercials in the Republic of Benin.

I will analyse the various types and formats, contents and main actors involved in the production of these promotional productions (in a wider sense) as well as their relevance with regard to the daily program schedules and financial budget of the respective radio stations. Furthermore, I will address the modes of reception of these commercial spots among the listeners with regard to their consumption practices, and finally discuss the relevance of intertextuality and intermediality in the production of these announcements, involving a growing diversity of sources, formats and performative styles.

I argue that these genres should be seen both as a local transcription of global aspirations as well a local imageries of a better life. They represent a playground of genuine creativity, enabled by a particular socio-technical appropriation of new media technologies.