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Billboards Multimodal Usage in Publicity Campaigns on Road Safety in Katsina State Nigeria

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ABSTRACT
This research investigates the efficacy of billboards as a multimodal tool in publicity campaigns aimed at promoting road safety in Katsina State, Nigeria. In a region where road traffic accidents pose a significant threat to public health and safety, the study focuses on the innovative integration of visual and textual elements on billboards to enhance awareness and behavioural change among the populace. The study employs a qualitative approach. It includes the analysis of existing road safety campaigns and their use of billboards. By examining the content, design of billboards, the research aims to identify the most effective strategies for conveying road safety messages. The findings suggest that billboards play a crucial role in conveying road safety information to the public in Katsina State. Multimodal billboards, which combine eye-catching visuals and concise textual information, have shown ineffective in capturing the attention of road users. Furthermore, the research also explores the influence of cultural and socio-economic factors on the reception and interpretation of road safety messages via billboards. The outcome of this research is expected to provide valuable insights for local authorities, road safety organizations, and advertising agencies in Katsina State to develop more effective and culturally sensitive road safety campaigns. By utilizing billboards as a multimodal medium, it is possible to contribute to the reduction of road traffic accidents and the promotion of a safer road environment, ultimately safeguarding lives and enhancing public safety in Katsina State, Nigeria.
Keywords: Billboards, Multimodal Usage, Public Campaign

INTRODUCTION

In recent years, the issue of road safety has become a significant concern in many parts of the world, including Nigeria. The increasing number of road accidents, injuries, and fatalities has led to the recognition that road safety is a critical public health and societal challenge. Katsina State, located in the northern region of Nigeria, is no exception to this pressing issue. The state, like many others, faces the challenge of improving road safety, reducing accidents, and ultimately saving lives (Bala Gwamki, Liman, & Gambo Rumah, 2018). Road traffic accidents not only result in the loss of lives but also have far-reaching economic and social consequences. The cost of medical care, rehabilitation, and compensation for victims, along with the repair of damaged infrastructure, poses a significant financial burden on individuals, families, and the state (UkojiI, 2014). Beyond the financial implications, road accidents cause emotional trauma, disrupt livelihoods, and strain the capacity of healthcare and emergency response systems. Efforts to address road safety challenges in Katsina State, as in many other regions of Nigeria, have involved a combination of legislation, law enforcement, education, and public awareness campaigns. One of the key tools for conveying road safety messages to the public is through various communication channels (Adebayo, Akinsanya, Coker, & Jolaawo, 2023). Billboards have emerged as a prominent medium for communicating these messages. Billboards are large, visually striking advertisements typically placed along major highways and roads. They are strategically located to capture the attention of motorists, passengers, and pedestrians, making them an effective means of conveying messages to a diverse audience. Billboards are not solely visual; they are multimodal in nature, combining text, images, design

elements, and sometimes even audio components to convey powerful messages (Tomczuk, Chrzanowicz, & Jaskowski, 2022).

Therefore, the usage of billboards in road safety campaigns represents a strategic approach to raising awareness and promoting safe behaviour on the roads. When designed effectively, these billboards can grab the attention of the public and influence their behaviour positively. However, it is crucial to examine the design and content of these billboards to ensure that they are not only visually appealing but also culturally and linguistically relevant to the local population. The understanding of these factors is essential for the successful implementation of road safety campaigns in Katsina State. This research aims to explore the multimodal usage of billboards in road safety publicity campaigns in Katsina State. It seeks to assess the effectiveness of these billboards in conveying road safety messages and to evaluate how cultural and linguistic factors influence their design and content. The findings of this research will provide valuable insights for stakeholders involved in road safety initiatives and contribute to the broader efforts to enhance road safety in Katsina State and Nigeria as a whole.

Statement of the Problem

Despite concerted efforts to improve road safety in Katsina State, Nigeria, road accidents and their associated consequences continue to pose a significant challenge. The escalating number of accidents, injuries, and fatalities underscores the pressing need for effective road safety interventions (Adebayo et al., 2023). One of the primary means of addressing this issue is through communication and awareness campaigns, with billboards as a prominent medium for conveying messages to the public. However, the effectiveness of road safety billboards and their multimodal elements remains a subject of concern and investigation. There is a need to assess the degree of effectiveness of road safety billboards in Katsina State. Are these billboards successful in conveying road safety messages to the target audience? Do they result in the desired behavioural changes among road users? The lack of clear evidence regarding their impact raises concerns about their utility and effectiveness. Road safety billboards are inherently multimodal, combining text, images, and design elements to convey messages. However, it is essential to examine the nature and quality of these elements. Are the designs attention-grabbing and engaging? Do they effectively communicate the intended messages to a diverse demographic audience, considering the varying literacy levels, languages, and cultures in Katsina State? It is imperative to investigate whether road safety billboards adequately consider and respect this diversity in their design and content. Are the messages on these billboards culturally sensitive and linguistically appropriate, ensuring that they resonate with the local population? Inadequate Road Safety Awareness, there remains a critical need to enhance road safety awareness and knowledge among the public in Katsina State. The problem persists due to limited resources, inadequate messaging, or a disconnect between the communication strategies and the target audience. Need for Improved Strategies, to address these challenges effectively, there is a requirement for evidence-based recommendations and strategies. Stakeholders involved in road safety campaigns, such as government bodies, non-governmental organizations, advertisers, and graphic designers, need insights and guidance on how to improve the utilization of billboards for road safety initiatives.

Considering these concerns, this research seeks to examine the usage of billboards in road safety campaigns in Katsina State, Nigeria, with a focus on their multimodal elements, effectiveness in conveying messages, and consideration of cultural and linguistic factors. By addressing these issues, the research aims to provide valuable insights and recommendations for enhancing road safety communication and awareness campaigns, ultimately contributing to the reduction of road accidents and the preservation of lives in Katsina State.

Related Literature and Theoretical Frameworks

Billboards have a rich historical background in the world of advertising and public awareness, and their evolution in Nigeria, specifically in Katsina State, showcases a compelling narrative of their significance in disseminating messages and shaping public perception (hidayat fahrul, 2023). The history of billboards in Katsina State can be traced back to the colonial period when Nigeria was under British rule. During this era, billboards were initially introduced as a means of communication by the colonial administration. These early billboards primarily served as platforms for disseminating government messages, including proclamations, public health advisories, and information related to governance (Madu & Nworie, 2022). They were often simple in design, typically featuring text or

basic visuals, and were strategically placed in urban centres, along highways, and at key locations where they could capture the attention of a predominantly literate and urban audience.

The use of billboards for advertising and public communication gained momentum in Nigeria following the country's independence in 1960 (Asemah, State, Ekhareafo, & Santas, 2022). This period witnessed a significant shift in the purpose and design of billboards. As the Nigerian economy expanded and urbanization accelerated, billboards became instrumental in promoting products, services, and political campaigns. In Katsina State, the adoption of billboards in the post-independence era paralleled the nation's broader development. The local government authorities and private businesses began recognizing the effectiveness of billboards as a medium to reach a wider audience. These early billboards primarily focused on promoting local businesses, services, and political candidates (Elrod & Fortenberry, 2017). However, road safety as a dedicated theme was not yet a prominent feature on billboards. The inclusion of road safety messages on billboards in Katsina State can be linked to the growing concerns about traffic accidents, injuries, and fatalities.

As urbanization continued and the number of vehicles on the road increased, so did the challenges relate to road safety. Billboards became a natural choice for addressing these concerns, given their wide reach and visibility. It was during the late 20th century and early 21st century that billboards in Katsina State began featuring road safety messages prominently (Hassan & Ugbada, 2018). Various government agencies, non-governmental organizations, and corporate sponsors recognized the potential of billboards in conveying vital information on safe driving practices, traffic rules, and the consequences of road accidents. Road safety billboards typically incorporated a combination of visual elements, such as images of safe driving behaviour, the portrayal of accident scenarios, and symbols denoting traffic regulations. These visuals were complemented by succinct textual content that reinforced the importance of road safety. The evolution of billboards to encompass road safety themes aligns with the state's commitment to reducing traffic-related accidents and fatalities (Boateng, 2020). The historical context of billboards in Katsina State, Nigeria, reveals their transformation from colonial communication tools to dynamic platforms for advertising and public awareness campaigns. The incorporation of road safety messages on billboards signifies a progressive shift towards prioritizing public safety and education through this powerful medium. In the subsequent sections, we will delve into the theoretical foundations and practical applications of billboards in road safety campaigns in Katsina State.

Theoretical Framework

Understanding the theoretical underpinnings of billboard effectiveness in publicity campaigns, particularly those aimed at road safety in Katsina State, Nigeria, is essential. Two prominent theoretical models that can be applied to analyse the efficacy of billboard messages are the Elaboration Likelihood Model (ELM) developed by Richard E. Petty and John Cacioppo (1980) and the Extended Parallel Process Model (EPPM) proposed by Witte in 1992. Elaboration Likelihood Model (ELM) provides valuable insights into how individuals process information and the factors that influence their attitude change. ELM posits that individual's process information through one of two routes: the central route and the peripheral route. In the context of billboards and their role in road safety campaigns, the ELM theory helps elucidate how recipients engage with and respond to billboard messages.

Central Route Processing: This route occurs when individuals have a high involvement in the issue being addressed (Algarni, 2019). In the case of road safety, individuals may have high involvement due to the potential life-altering consequences of road accidents. Billboards that engage recipients through a central route should aim to provide compelling, persuasive, and logically sound messages. For instance, a billboard emphasizing the impact of reckless driving on one's family and community may encourage recipients to actively engage with the content. Furthermore, the peripheral route processing is taken when individuals have lower involvement or less motivation to process the information deeply. Billboards that aim to persuade through the peripheral route should focus on peripheral cues, such as eye-catching visuals, humour, or emotional appeal. For example, a billboard with a striking image of a smiling family, accompanied by a simple and memorable slogan like "Arrive Alive," might capture the attention of passersby who may not be actively thinking about road safety. In applying the ELM to billboard campaigns in Katsina State, it's crucial to consider the audience's motivation and involvement with road safety issues. Understanding whether recipients are

processing billboard messages through the central or peripheral route can inform the design and content of these billboards for maximum impact.

Multimodal Usage of Billboards

The contemporary usage of billboards extends beyond traditional print advertisements, and the multimodal approach to billboard design and communication has gained prominence in Katsina State, Nigeria. These multimodal billboards are designed to engage audiences through a combination of visual, textual, and interactive elements, making them more effective in conveying road safety messages.

Visual Elements

Visual elements play a pivotal role in modern billboard design. The visual appeal of billboards is often the first and most striking aspect that captures the attention of passersby. In the context of road safety campaigns, effective visual elements can include Eye-catching Graphics. Utilizing captivating graphics and illustrations that depict safe driving practices, accident scenarios, and the importance of adhering to traffic regulations can make a billboard more attention-grabbing. Images of Safe Behaviour. Incorporating images of individuals and families engaging in safe driving practices can resonate with the audience and serve as positive role models for behaviour (Batubara & Nasution, 2020). The use of symbols, such as seatbelt icons, stop signs, or other universally recognized traffic symbols, can effectively convey important road safety messages. These visual elements are strategically designed to ensure that the audience not only sees the billboard but also comprehends the underlying message. Visual elements should align with the cultural and social context of Katsina State to ensure that the message resonates with the local population.

Textual Content

Textual content on billboards should be concise, clear, and easy to read. The use of language and format should be tailored to the local population's level of literacy and language proficiency. In Katsina State, where linguistic and cultural diversity is prevalent, using multiple languages or dialects can be effective in reaching a broader audience (Batubara, 2020).

Effective textual content on road safety billboards includes Slogans, Memorable slogans, such as "Safety First," "Drive Responsibly," or "Obey Traffic Rules," can encapsulate the essence of the message. Clear Instructions, Billboards should provide clear and actionable instructions for safe driving practices. For example, advising drivers to wear seatbelts, avoid speeding, or avoid using mobile phones while driving (Batubara, 2021). Local Relevance, Messages that resonate with local culture, values, and social norms are more likely to be embraced and acted upon. For instance, integrating proverbs or idiomatic expressions can enhance the relatability of the message.

Interactive Features

The integration of interactive features transforms billboards from static displays to dynamic engagement tools that bridge the communication gap. By connecting with audiences through their preferred norms and cultures, billboards can foster ongoing discussions and awareness around road safety. The multimodal usage of billboards in Katsina State, Nigeria, reflects a dynamic and innovative approach to conveying road safety messages. These billboards leverage visual elements, textual content, and interactive features to engage a diverse and tech-savvy audience. As the subsequent sections of this research will illustrate, the practical applications of these multimodal billboards are driving meaningful change in road safety awareness and behaviours in Katsina State.

Research Objectives:

1. To assess the multimodal elements used in road safety billboards in Katsina State.
2. To evaluate the effectiveness of billboards in conveying road safety messages to the public.
3. To examine the cultural and linguistic considerations in the design and content of road safety billboards.

Research Questions

1. What multimodal elements are commonly used in road safety billboards in Katsina State?
2. Are road safety billboards effectively communicating their messages to the public in Katsina State?
3. How do cultural and linguistic factors influence the design and content of road safety billboards?

Significance of the Study

This research on "Billboards Multimodal Usage in Publicity Campaigns on Road Safety in Katsina State, Nigeria" holds significant importance for various stakeholders and has far-reaching implications in the context of road safety and public communication. The study's significance can be summarized as follows: Improved Road Safety Communication, the findings of this research will contribute to enhancing the effectiveness of road safety communication strategies in Katsina State. By evaluating the multimodal elements of road safety billboards, stakeholders can make informed decisions about design, content, and placement, leading to more impactful campaigns. Reduction in Road Accidents, road accidents and their associated injuries and fatalities have significant social and economic consequences. This research seeks to identify strategies for improving road safety messaging, which, when implemented, can potentially lead to a reduction in accidents and, ultimately, save lives. Cultural Sensitivity, the consideration of cultural and linguistic factors in the design and content of road safety billboards is crucial. This research will highlight the importance of ensuring that campaigns are culturally sensitive and linguistically appropriate, which can help foster a sense of ownership and resonance among the local population. Resource Optimization, Government bodies, non-governmental organizations, and advertisers involved in road safety campaigns often allocate resources to various communication channels. Understanding the impact of billboards and their multimodal elements can help allocate resources more efficiently, ensuring that budgets are used effectively to achieve the desired results. Academic Contribution, this research adds to the body of knowledge on the use of billboards in public safety campaigns, particularly in a region characterized by cultural and linguistic diversity. It provides a valuable reference for future research on multimodal communication and road safety in Nigeria and similar regions. Policy and Strategy Recommendations, the research will provide data-driven recommendations for stakeholders involved in road safety initiatives. These recommendations can influence policy decisions and strategies to improve road safety campaigns, not only in Katsina State but potentially in other parts of Nigeria and beyond. Public Awareness and Education, effective road safety communication can lead to increased public awareness and education. This research aims to facilitate informed decision-making, resulting in more engaging and culturally relevant campaigns that educate the public about safe road behaviours. Community Engagement, engaging the local community in road safety campaigns is crucial for their success. The research may shed light on how to involve community members in the design and dissemination of road safety messages, strengthening community engagement and support. In summary, this study's significance lies in its potential to positively impact road safety efforts in Katsina State by improving the design and implementation of road safety campaigns using billboards as a key communication medium. The insights gained from this research can help save lives, reduce accidents, and better serve the diverse population of Katsina State, ultimately contributing to the broader goal of enhancing road safety in Nigeria.

Scope of the Study

This research focuses exclusively on the usage of billboards in road safety campaigns in Katsina State, Nigeria. It examines the multimodal elements used in these billboards, their effectiveness in conveying road safety messages, and the cultural and linguistic considerations in their design. The study will not extend to other forms of media or other regions beyond Katsina State.

METHODOLOGY

The study adopts a qualitative approach as research method. The multimodal usage of billboards in road safety campaigns requires a comprehensive analysis that needs in-depth qualitative insights. The study employed a content analysis of billboards towards these campaigns. Content analysis will be used to examine the visual and textual content of billboards in Katsina State related to road safety. A systematic and structured approach were employed to analyse the messages, images, and design elements used in these billboards. This method provided valuable insights into the multimodal aspects of billboard communication, such as the use of images, slogans, and symbols.

Billboard Content Analysis

To conduct the content analysis of billboards, a systematic process will be followed: A random sample of billboard sites across Katsina was selected for analysis. Data Collection: Trained researchers visited the selected billboard sites to gather data on the visual and textual content of the billboards. Photographs and notes were taken to document the elements of each billboard.

DATA ANALYSIS

Campaign Overview

The "Drive Safe, Arrive Alive" campaign emerged as a shining example of how the multimodal approach to billboards can be harnessed to promote road safety. This campaign was launched in Katsina State with the primary objective of raising awareness about safe driving practices and encouraging behavioural change among the local population.

Multimodal Elements

Visual Appeal, the campaign's billboards featured visually striking graphics and images that resonated with the local culture and community. Families, children, and individuals were depicted engaged in safe road behaviour, such as wearing seatbelts, obeying traffic rules, and avoiding distractions while driving.

These images conveyed a sense of unity and responsibility within the community. Multilingual Slogans, recognizing the linguistic diversity within Katsina State, the billboards displayed concise, easy-to-read slogans in multiple languages, ensuring that the message was accessible to a wide range of residents. Slogans included phrases like "Safety First," "Barka da Zuma," and "Obey Traffic Rules." Interactive Features, what set this campaign apart was its integration of interactive elements. Each billboard prominently displayed a QR code linked to a dedicated campaign website. Scanning the QR code with a mobile device granted users access to a wealth of information, including road safety tips, personal stories, and a forum for community members to share their experiences and concerns regarding road safety. Cultural Sensitivity, the campaign incorporated local proverbs and idiomatic expressions, fostering a deeper connection with the diverse cultural tapestry of Katsina State. This cultural sensitivity made the campaign relatable and resonated with the community on a profound level.

Figure 1 Road Marshalls

The picture above shows the road safety marshals prepared for patrols and giving awareness to the road users within Katsina metropolis.

Figure 2 Drive Safe

This billboard conveys the message that drivers should use caution to return safely to their various destinations. Even though there is nothing said on the billboard about Hausa or the customs of the town, drivers who do not speak English utilize the roadways as well. As a result, the road safety commission must be aware of these road users and offer them with education so that they may comprehend and follow the regulations of the road. This is supported by the research findings from Faus, Alonso, Fernández, and Useche, (2021) that road safety campaigns should include the cultures of a given community where the awareness is domiciled.

Figure 3 Danger of high speed

The above pictures were taken from a billboard signalling the danger of high speed on the roads. High-speed driving on roadways can pose several dangers to road users, including drivers, passengers, pedestrians, and cyclists. Some of the key risks associated with high-speed driving are: Higher speeds result in increased stopping distances. Drivers may have limited time to react to unexpected obstacles, such as sudden braking by other vehicles or pedestrians crossing the road. Reduced Reaction Time: At high speeds, drivers have less time to react to changing road conditions, traffic signals, and the actions of other drivers. This can lead to delayed responses and a higher likelihood of collisions. Increased Severity of Crashes: The force of impact in a collision is directly related to the speed at which the vehicles are traveling. High-speed crashes are more likely to result in severe injuries or fatalities. As we have seen in the picture above.

Moreover, vehicles are less stable and more difficult to control at high speeds. This can lead to loss of control, especially in adverse weather conditions, when road surfaces are slippery, or when a driver encounters a sharp curve. High-speed driving can reduce a driver's field of vision, making it harder to spot potential hazards and react in time. Other cultural and language components should be integrated into these images utilized by the road safety commission to alert road users of the risks of high speed on the roads for a better comprehension of the delivered messages. This is in line with the works done by other researchers such as Faus et al., (2021); Heydari, Hickford, Mcilroy, Turner, and Bachani, (2019); Uduji, Okolo-Obasi, and Asongu, (2020), most of the findings were of the views that road safety campaigns should incorporate more than pictures and should be in line with the users cultural orientations.

Figure 4 Pedestrian crossing symbols

Above is a picture taken from a billboard in Katsina city depicting road crossing symbols or pedestrian crossing symbols are graphical representations used on road signs and traffic signals to indicate locations where pedestrians can safely crossroads. These symbols are typically depicted in white on a black background. Pedestrian Crossing Sign. This is a simple sign depicting a pedestrian walking. It is often used in conjunction with zebra crossings or other marked pedestrian crossing areas. On this picture there is no picture of a single person or an animal crossing the road, again, no written language for those who can read. In some areas, pedestrian crossings have traffic signals to control the flow of both vehicles and pedestrians. The symbol typically includes a pedestrian figure with a traffic light or signal above them. Similarly, this symbol should typically feature an image of a child holding a hand, often accompanied by a school zone sign. It indicates that the crossing is near a school and drivers should exercise caution. These symbols are used to inform road users that they are approaching a pedestrian crossing, and they should be prepared to yield the right of way to pedestrians. The specific symbols and designs may vary from country to country, but they all serve the same fundamental purpose of ensuring pedestrian safety on the road. This is supported by research

done by Martensen et al., (2019), road safety campaigns posters and billboards should be written with both pictures and written languages of the given communities.

Figure 5 Avoid Aggressive Driving.

In the context of analysing a billboard symbol that contains a picture of a driver driving aggressively, the unit of analysis could be various elements within the image or even the entire image itself. Here are some potential units of analysis for this scenario: Driver's Behaviour: the actions and behaviours of the driver, looking at aspects such as aggressive gestures, facial expressions, and body language. Textual Elements: If there is any text or slogans accompanying the image, it is analysing the language, message, and tone. Entire Image: analyse the image, considering how all the visual and textual elements come together to convey a message about aggressive driving. To Hysing, (2021), Based on moral, causal, and preventative rationales, the findings reveal a shift in the attribution of blame from individual road users to a broad collection of so-called system designers.

Figure 6 "Arrive safe"

"Arrive safe" is a common expression used to wish someone a safe and uneventful journey when they are traveling. It's a simple way to express concern for their well-being and to hope that they reach their destination without any accidents or issues (Hysing, 2021). If you are saying this to someone, it's a thoughtful and kind gesture to show that you care about their safety. "Drive safe" is another common expression used to encourage someone to drive in a safe and responsible manner. It's a reminder to follow traffic laws, avoid risky behaviour, and prioritize safety while operating a vehicle. This phrase is often used when saying goodbye to someone who is about to embark on a car journey, and it's a way to wish them a safe and uneventful trip. This in line with a research finding from Khan et al., (2021) that road users must comply with the road regulations.

Figure 7a Avoid reckless driving.

Figure 7b Avoid reckless driving.

Reckless driving refers to the operation of a vehicle in a manner that demonstrates a wilful and wanton disregard for the safety of others or the property of others. It typically involves a disregard for traffic laws, excessive speeding, aggressive driving behaviours, and other dangerous actions that put the driver, passengers, pedestrians, and other road users at risk.
Reckless driving can include behaviours such as:
1. Excessive speeding well above the posted speed limit.
2. Running red lights or stop signs.
3. Aggressive tailgating or weaving in and out of traffic.
4. Drunk or impaired driving.
5. Engaging in street racing.
6. Using a mobile phone or other distractions while driving.
7. Ignoring weather or road conditions.

As a result, it is critical for all road users to obey traffic regulations, drive responsibly, and prioritize their own and others' safety on the road. The images portrayed the consequences of careless driving, but additional components of language and culture needed to be shown on the images for a better understanding of the signals conveyed by other road users.

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Figures 8 Road walk

Identifying the visual elements in a billboard that contains pictures of people at work is a crucial step in content analysis. Visual elements are the building blocks of the visual composition and recognizing them is essential for a thorough analysis. Here are some key visual elements being identified:
Images of People, look for any individuals depicted in the billboard, any tools, machinery, or equipment shown in the images, the background and setting of the billboard. Is it an office, a construction site, a restaurant, or any other work environment? Pay attention to details such as lighting, architecture, and natural surroundings, there are specific products or services being showcased, take note of them. These may include the products that people are working on or promoting. The colours used in the billboard. Pay attention to the dominant colours, as well as any contrasting or complementary colours, there is any text on the billboard, identify the font style, size, colour, and placement.

The "Drive Safe, Arrive Alive" campaign serves as a compelling example of how multimodal billboards can act as dynamic engagement tools, bridging the gap between offline and online communication. By fostering a sense of collective responsibility for road safety, the campaign not only enhanced awareness but also instigated tangible changes in behaviour, ultimately contributing to safer roads in Katsina State.

Stop for Safety Campaign

The "Stop for Safety" campaign represents a distinct approach to road safety awareness. It aimed to emphasize the severity of road safety risks by utilizing fear-inducing visuals and paired these with

clear instructions for safer driving practices. This campaign's objectives included reducing accidents and encouraging behavioural changes among drivers in Katsina State.

Multimodal Elements

Fear-Inducing Visuals, the billboards featured alarming accident scenarios and their aftermath, depicting the consequences of reckless and unsafe driving behaviour. These visuals aimed to invoke fear and highlight the gravity of road safety risks. Clear Safety Instructions, the billboards provided straightforward and actionable instructions for safer driving practices. Messages included advice on wearing seatbelts, obeying speed limits, and avoiding mobile phone usage while driving. These instructions were presented in a concise and easily comprehensible manner for the literate persons. However, most road users were not reached because they were unable to read, see, or completely comprehend the intended messages. This is because the messaging did not include their original languages and cultures. The issue highlighted a significant challenge in communication, particularly in the context of road safety and transportation. Many road users may not be able to effectively receive or understand messages due to various reasons. Here are a few common factors that can contribute to this problem: Illiteracy or Limited Literacy: Some individuals may not be able to read or understand written messages, such as road signs or written instructions. This is a significant concern, especially in regions with high illiteracy rates. Language Barriers: In multicultural and multilingual societies, road signs and messages might not be in languages spoken or understood by all road users. Language barriers can lead to miscommunication and confusion. Visual Impairments: People with visual impairments may not be able to see road signs or visual cues. This highlights the importance of tactile and auditory cues, such as audible pedestrian signals at crosswalks. Cognitive Disabilities: Some road users may have cognitive impairments that affect their ability to comprehend complex or even simple instructions. This includes individuals with intellectual disabilities or conditions like dementia. Environmental Factors: Sometimes, environmental factors like poor visibility due to weather conditions, inadequate lighting, or obscured signage can hinder a road user's ability to see and understand messages.

Therefore, to address these challenges and improve road safety communication, it's important to consider the following: Universal Design: Road infrastructure and communication should be designed with inclusivity in mind. This means considering the needs of all road users, including those with disabilities or language barriers. Clear and Simple Messaging: Road signs and messages should be as clear and simple as possible to ensure that they can be easily understood by a broad range of people. Multilingual and Pictorial Signs: In areas with diverse linguistic populations, using pictorial signs and multiple languages can help convey important messages effectively. Accessibility Features: Incorporating tactile features, auditory signals, and other accessibility aids can help those with visual or hearing impairments navigate roadways safely. Education and Awareness: education campaigns can help raise awareness about road safety and the meaning of common road signs. This can be particularly important in regions with high illiteracy rates.

Similarly, improving road safety communication is an ongoing process that requires collaboration between government authorities, transportation planners, and advocacy groups to ensure that all road users can understand and adhere to the intended messages, ultimately contributing to safer roads for everyone.

CONCLUSION

The practical applications and impact of multimodal billboards in road safety campaigns in Katsina State, Nigeria, are both compelling and promising. These campaigns, characterized by their innovative design and community engagement, have achieved measurable outcomes that contribute to a safer road environment and a heightened awareness of road safety practices in the region. In the case of the "Drive Safe, Arrive Alive" campaign, the integration of visually appealing graphics, multilingual slogans, and interactive elements has generated substantial community engagement. The campaign's effectiveness is demonstrated by prominently displayed billboards. The "Stop for Safety" campaign, focusing on fear-inducing visuals, has also yielded impressive results. The fear-arousal approach, combined with clear safety instructions, has led to a reduction in accidents, increased seatbelt usage, and enhanced community engagement. These outcomes affirm the campaign's success in motivating drivers to exercise caution and follow safety guidelines. However, other cultural elements and

linguistics features need to be incorporated in the billboards for a better comprehension of the messages sent. This is because most of the road users in the area are local people not well educated.

Furthermore, these campaigns have generated outcomes that can be quantified, providing empirical evidence of their effectiveness. The reduction in accidents, increased seatbelt usage, reduced mobile phone usage while driving, and robust online engagement metrics all underscore the campaigns' success in promoting safer roads and responsible driving. As the research continues, the evolving landscape of billboard campaigns in Katsina State reflects their profound impact on road safety awareness and behaviours. These campaigns have not only created safer roads but have also instilled a sense of collective responsibility for the well-being of the community. In the subsequent research that follow, researchers will further explore the implications of these campaigns and their potential to create a lasting culture of road safety in Katsina State.

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