

THE EFFECT OF SATIRE IN WALE ADENUGA'S "PAPA AJASCO"

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ABSTRACT

This study is a critical appraisal of the effect of satire using Wale Adenuga's PAPA AJASCO. The focus is on the effectiveness of the message in comic films. The studies objective is to identify how to make the message in satirical comic films relevant to the audience. Through content analysis, personality interview and Focus Group Discussion (FGD) the study explores the effect as well as the relevance of satire in comic films. This study observes that a well produced situation comedy draws on the anxiety of its audience and that the audience's attraction could be used to pass effective social message. The research design builds on the theoretical framework based on relationship-complex