

Cultural Artifact, Sign Language and Perspectives of Meaning in Select-Nollywood Films

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Abstract : The use of signs and symbols to represent cardinal information is an alienable among African communities. It has been the tenable instrument of cultural transmission for decades but in the current transposal of western values, a good number of communicating codes and symbolic images have been gradually relegated to the background. This paper discusses the regeneration of cultural artifacts and sign languages in Nigerian films using Johnpaul Rebecca and Ayamma as models in a qualitative research based on Charles Sanders Peirce's Semiotics. Findings show that cultural relics can stabilise the subject matter of a film. Artifact can stimulate curiosity and invoke nostalgia. Sign languages encode deeper information that ordinary speech may not properly convey in films. It concludes that the use of non-verbal codes in film making deserves deep research into the culture portrayed, and that non-verbal cues communicate deeper information of a people's cosmos in a film than dialogue. It recommends that adequate research should be made before producing a film and the idea of cultural values represented in artifacts and sign language should be ingrained in the courses for students to acquaint themselves with.

Keywords : cultural artifact, nollywood films, non-verbal communication, sign language

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