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PERSUASIVE STRATEGIES USED IN THE ADVERTISEMENT OF HERBAL MEDICINE IN GHANA

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ABSTRACT

This study examines the persuasive strategies used in the advertisement of herbal medicine from a critical discourse analysis perspective. The study focused on the use of language in herbal medicine advertisement and the persuasive strategies used by herbal practitioners to advertise their products. The study used Van Dijk's (2006) concept of manipulation as the conceptual framework. Aristotle's persuasive appeals were applied in analyzing a twenty-three minute herbal medicine advertising jingle. The findings indicated different persuasive strategies such as ideology, intertextuality, the use of indigenous languages, repetition, personal pronouns, and rhetorical questions to manipulate the audience. The study also examined how these strategies are used to control the mind and maintain power over the audience. The study revealed that the herbal medicine practitioners control the minds and experiences of their listeners by the excessive use of pathos (emotional appeals) to create to a large extent, manipulation of the minds and beliefs of their listeners for them to patronize their product.

Keywords: Language, Advertisement, Herbal Medicine, Manipulation, Persuasion.

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INTRODUCTION

People living in communities in the Cape Coast municipality and other parts of Ghana are constantly bombarded by the jingles of traditional medical practitioners (henceforth, TMPs) advertising a variety of herbal medicines and other healing services. These jingles have become part of the everyday lives of people living in such communities. The liberalization of the media in Ghana coupled with communication technology has provided traditional herbal practitioners the avenue for widespread advertising, especially on the airwaves (Addo, 2007).

At first, herbal medicine in Ghana was advertised from door to door, in open markets, commercial vehicles and by hawkers. Recently, TMPs have adopted an aggressive means of advertising their medicines in both the print and electronic media. According to Addy (n.d.), traditional health care system in Ghana holistically integrates social, ethnic, religious and cultural values of the people. Traditional medicine, according to a draft strategic plan for traditional health care in Ghana, refers to "the beliefs, ideas, and practices of a person recognized by the community in which he or she lives as competent and qualified to provide health care using a naturally occurring substance. This can also include other methods based on the social, cultural and religious background as well as on the knowledge, attitudes, and beliefs that are prevalent in the community regarding physical, mental and social well-being and the causation of disease and disability." The strategic plan also designates the person who practises traditional medicine as a traditional medical practitioner (TMP).

Addy (n.d.) claims there is the belief that a person's health is linked with the supernatural world, that is, with the creator, divinities and ancestral spirits. There is the belief that diseases have spiritual dimensions in spite of the scientific theories of diseases. This accounts for the practices relating to the use of herbs in addition to spiritual powers for treatment.

In Ghana, traditional medicine has been recognized by the government as a health care component since independence. Addy (n.d.) argues that traditional medicine in Ghana relates to culture and that the world comprises two systems – the physical and the supernatural. Traditional medicine practitioners tend to emphasize the supernatural more than the physical as being responsible for diseases.

In Ghana, two groups of TMPs are recognized. The first group is the herbalists, who consider physical aspects of a disease and use plants for their treatment. According to Addy (n.d.), they are the largest group of TMPs, well versed in the knowledge of herbs and the practice does not take into consideration spiritual rituals. They normally produce their medicine by pulverization, grinding on stones, drying in the sun and extraction by boiling. Their products are sold in the open market with little attention paid to quality assurance.

The second group considers the spiritual aspect of diseases and they are described as herbalist-spiritualist. They practice herbalism in addition to dealing with spiritual causes of diseases. Some herbalists claim that their knowledge of herbs was acquired from their grandparents, great grandparents, and others through dreams. Verification of the efficacy and safety of their methods of treatment becomes a major challenge and most TMPs usually do not disclose the source of their act of healing. The introduction of degree programmes in plant medicine by the Kwame Nkrumah University of Science and Technology has helped TMPs to deliver acceptable, safe and affordable traditional medical health care.

Komolafe (1998) argues that a lot of interest and attention have been drawn to the practices of traditional medical practitioners in recent times. TMPs' curative claims have been headlines in both print and electronic media. According to Mavunga (2013), TMPs are highly respected in many cultures and their beliefs and judgments are significantly valued, creating a form of power imbalance between the healers and the ordinary people in terms of health care. TMPs have exploited the mass media in advertising their products. In some cases, they make curative claims boasting of some supernatural powers that they possess. They have recently resorted to using jingles, moving from community to community using the community information centers to advertise their medicines. Their advertisements show that there is power imbalance between the practitioners and their audience. This is noticeable in their discourse when they position themselves as experts who have considerable knowledge in traditional medicine and their claims to have absolute cure for certain sicknesses. Thus, this study uses critical discourse analysis to explore how these traditional medical practitioners use language to persuade and manipulate their audience in advertising their products. Also, various studies such as Offiong (1999), Komolafe (1998) and Olsen (2006) have paid attention to the place of herbal medicine with little

attention paid to the persuasive strategies used by these traditional medical practitioners in advertising. It is upon this premise that this current study, using critical discourse analysis analyses the persuasive strategies that TMPs use in advertising their products and how these strategies are used to manipulate the audience. The purpose of this study is to identify the ways in which herbal practitioners carefully select discourse and linguistic items in their attempt to persuade and manipulate potential customers or audience. The study is guided by the following research questions: what persuasive strategies are used in advertising herbal medicine in Ghana and to what extent are these strategies used to manipulate the audience?

CRITICAL DISCOURSE ANALYSIS (CDA) AND THE CONCEPT OF MANIPULATION

Critical Discourse Analysis (CDA) considers the relationship between language use and wider social and cultural structures. According to Van Dijk (1998), Critical Discourse Analysis is a field concerned with studying and analyzing written and spoken texts to bring out the discursive sources of power, dominance, inequality, and bias. It examines how these discursive sources are maintained and reproduced within specific social, political and historical frameworks. Fairclough (1992) similarly considers CDA as discourse analysis which aims at systematically exploring often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events, and texts arise out of and are ideologically shaped by power relations and struggles over power.

In simple terms, CDA regards discourse as 'a form of social practice' and it takes interest in the relationship between language and power with the view that ideologies are often produced through discourse. CDA thus aims at exposing the connections between discourse practice, social practices and social structures bringing out the dominant or ideologically powerful elements in society that are opaque to the lay person.

Van Dijk's (2006) concept of manipulations under CDA is used as the conceptual framework for this study. Manipulation is a triangulated framework which involves a form of social power abuse. It has to do with interaction and power abuse between groups and social actors. The second part

of the framework stresses that manipulation is a cognitive phenomenon. Thus, manipulation always encompasses the manipulation of the minds of participants. It is a mind control mechanism that interferes with the process of imagination and understanding that leads to the formation of biased mental models. The final part has to do with manipulation as a discursive interaction. It involves the usual process of ideological discourse, such as emphasizing "our good" and emphasizing "their bad" through text, talk, and visual modes.

Manipulation is one of the crucial notions of critical discourse analysis because it implies discursive power abuse (Van Dijk, 2006). Manipulation occurs in text and talk, and it also occurs through the manipulation of the 'minds'. According to Van Dijk (2006), manipulation does not only involve power but it also demonstrates an abuse of power or domination. Van Dijk (2003: 360) also posits that manipulation implies the exercise of a form of illegitimate influence by means of discourse: that is, "manipulators make others believe or do things that are in the interest of the manipulator and against the best interest of the manipulated". It may also be expressed in pictures or the media (Van Leewen, 2005).

For the purpose of this study, it is important to make a distinction between manipulation and persuasion. Without negative connotation, manipulation could be a form of (legitimate) persuasion. In persuasion, the interlocutors are free to make a choice and it depends on whether they accept the message or not. Manipulation, however, assigns a passive role to the recipients. The boundary between the two depends on the context. However, Van Dijk (2006) intimates that the crucial criteria are that the people are being acted upon against their conscious will and interest. Manipulation, thus, serves the interest of the manipulator and it is formulated at the macro level of analysis in terms of group membership, profession, institutions, and others. The negative consequence of manipulative discourse typically occurs when the recipients are unable to understand the real intentions or see the full consequences of the beliefs or actions advocated by the manipulator (Nodak, 1987). Van Dijk (2006) posits that groups have more or less power if they are able to control the actions and the minds of others. Such control is, first of all, control of the minds and beliefs of the listeners and, indirectly, control of their actions based on the manipulated beliefs. Edu-Buandoh & Mwinlaaru (2013) applied this concept of manipulation in an educational context revealing the discursive features through which social power and

domination are reproduced and enacted in the discourse between school authorities and students. The advertising jingles of herbal medicine under study serves the full intention of its procedures but the audience may not be aware of the influence of these jingles.

PREVIOUS STUDIES ON ADVERTISING

Various studies have looked at advertisement using critical discourse analysis. Igbal et al. (2014), for instance, examined the exploitation of women in beauty products from a critical discourse analysis perspective. The focus of the study was on the use of language in fairness cream, 'fair and lovely', and the strategies that advertisers use to influence and exploit women. Basing the study on Fairclough's three-tier model, the study revealed that advertisers persuade and manipulate their audience by using linguistic devices such as direct address, positive vocabulary, headlines, and catchy slogans. In a similar study conducted by Arumuguri et al. (2013), the analysis revealed that the ideology of beauty is constructed and reconstructed through magazines by stereotyping how beauty products are synonymous with a better life. The study also revealed that advertising language is mainly to control the minds of people and exercise power over them.

Khakejeh & Tahmasbi (2013) explored an array of bank advertisements in an Iranian socio-cultural context using critical discourse analysis. The study used Fairclough's (1992) framework which takes into consideration the description of textual analysis, the interpretation of production and reception and the explanation of social conditions. The study revealed that critical discourse analysis can be an appropriate method to detect the manipulative language of advertised texts and also how advertisers exploit different systems to signify their thoughts, including visual magnifiers, use of sky and sea background. Iraji & Boubehrezh (2013) also explored the persuasive language of life insurance companies and the study indicated that advertisers use words with positive semantic loads, explicit claims, repetition, fear-induced language and euphemisms in their advertisement.

Closer to the current study is Mavunga (2013), who examined the advertisement of herbal medicine and spiritual healing services in Johannesburg, using critical discourse analysis. The study revealed that herbal medicine practitioners in their attempt to manipulate potential customers, claim to

have quick and permanent solutions to a broad range of problems. The study also showed the use of juxtaposition, rhetorical questions, hyperbole, and others to manipulate their audience. It revealed that there is a power imbalance between the practitioners and their audience.

The observation made from all these studies on advertising is that whilst the studies have looked at advertising from financial institutions and beauty products, much has not been explored when it comes to herbal medicine advertisement. This makes this study an important one since it has the ultimate goal of looking at how advertisers use language to persuade and manipulate their audience in Ghana. The study is also significant in the sense that not much of the reviewed studies on advertising so far have dealt with herbal medicine advertising, a gap that this study seeks to fill.

METHOD AND PROCEDURE OF ANALYSIS

The data for the study was an audio-recorded jingle, aired between January to May 2015, in a community information center in Amamoma, a suburb of Cape Coast in the Central Region of Ghana, West Africa. Amamoma Community Information Center was selected because of its availability to the researcher. The jingle was in the Ghanaian Akan language, specifically Twi dialect. The data for the study was a transcript of twenty-three minutes, forty-two seconds of recorded data. The audio-recorded jingle was transcribed using French's (1992) level II transcription. Since the data was in Twi, data was translated after transcription. The transcript and the translation including the audio-recorded jingle were made available to a research assistant in the Ghanaian Languages Department of the University of Cape Coast to confirm the authenticity of the transcription and the English translation. Data were coded and persuasive strategies prominent in the text were marked and organized under themes for the purpose of the analysis. The researcher employed qualitative content analysis research design since data used mainly dealt with expressions and words, and the main purpose was to identify persuasive strategies used in the advertising jingles of herbal practitioners instead of statistical analysis. The emphasis here was on the analysis and interpretation of texts.

Data were numbered and coded according to the themes in the text. Aristotle's persuasive appeals were used as the analytical framework.

Aristotle (384-322 BC) defines rhetoric as "the faculty of observing in any given case, the available means of persuasion". Aristotle argues that persuasion can be based on pathos (emotional appeal), ethos (credibility appeal) and logos (logical appeal). He postulates that effective persuasion is based on common ground between the persuader and the audience, that is if the receiver sees the persuader as having shared values, goals, interest and experiences. Aristotle refers to this as the common ground which will ensure enthymeme – a kind of argument in which the proof is not stated by the persuader but is provided by the audience.

FINDINGS

The study revealed a number of persuasive strategies in the advertisement of the herbal medicine.

Pathos (Emotional Appeal)

Pathos is based on emotions that appeal to the listener's imaginations and experiences. The purpose of this form of appeal is to motivate the hearer to take action. It causes the listeners to respond emotionally and to also identify with the writer's point of view.

The use of Indigenous and Culture-Specific Language

The study revealed that traditional medicine practitioners use culture-specific language in their attempt to persuade their audience. They use indigenous or local language in advertising their medicine. The jingle was in a local language, specifically Akan, and practitioners resort to these local languages in order to identify with the audience and also establish with the audience, independent of their educational, economic and social background. The practitioners depend on the common ground of their audience, that is, the set of experiences and memories that the audience already has. Halliday (1978) cited in Duah (2006) argues that people act out social structures, sustain their own statutes and roles, create and transmit shared systems of values and knowledge in their day to day linguistic interactions. Thus practitioners persuade their audience by exploiting the relationship between language and culture. They use language to identify with the audience and also to induce the experiences and feelings of these audiences by referring to certain aspects of their culture.

The data also revealed that practitioners use certain address forms and words closer to those used by the audience with the purpose of achieving a mutual ground or identifying with the audience, which confirms Aristotle's assertion that effective persuasion dwells on common ground between the speaker and the audience. Extract 01 illustrates such a situation.

Extract 01:

1. Yoo abusua ɜne adɔfoɔ a moaso gu so afidie yi so..
   Ok family and friends who are listening to this radio]

In the extract above, the practitioner attempts to identify with his audience by using the underlined address forms in order to establish feelings of solidarity and intimacy. These address forms create some form of shared identity between the practitioner and the audience and they also establish a high degree of intimacy between them. The findings reaffirm Mavunga's (2013) assertion that the use of the local language establishes some amount of belongingness between the practitioner and the audience. This will convince the audience to pay attention to the message which can lead to their buying of the medicine.

Ideological language

Traditional medicine practitioners also use language that has ideological implications in order to persuade their audience. Fairclough (2003: 11) defines ideology as "representations of an aspect of the world which can be shown to contribute to the establishment, maintaining and changing social relations of power, dominance, and exploitation". Van Dijk (1998) defines ideology in terms of shared representations of social groups. Ideology is thus a culturally specific way of understanding the people's world view. It is crucial that the speaker gets to know people's social attitudes and ideologies in order to adapt his or her text and talk to the social beliefs or orientations of the recipient (Van Dijk, 2008). The practitioner uses a certain ideological language in order to create a specific worldview to convince the audience. The main aim of the practitioners is to persuade the audience to buy their medicine and for their message to be persuasive, the audience must accept some or all of its emotional content (Duah, 2006).

Thus, it becomes appropriate that the message associated with the product becomes appropriate to the audience's value or belief system as in:

Extract 02:

186.   hwɜ white wei egu mmaa binom awareɜ
       [this candidiasis is destroying the marriages of most women]

187.   white wei ɜmma mmaa bi ɜnnya awareɜ. ebinom anya awareɜ
       [this candidiasis   is preventing some women from getting married those who areɜ

188.   no dedaw nanso white no nti awareɜ no regu.
       [married already are having problems because of candidiasis]

190.   nanso barima no ne ɔbaa
       [but when the man and the woman have sex]

191.   no kɔdi ahyia wɔ mpa mu na ɔhu sɜ saa yareɜ no wɔ ne
       [and the man realizes that there is such an infection]

192.   ho a, ɔkɔ a ɔmma bio…
       [he goes and does not come back …]

In this extract, the audience is made to accept the belief that no man stays with a woman with a vaginal infection (candidiasis) and there is no guarantee that a woman with such a situation will have a successful marriage. Hence, the audience with such a case will be persuaded to buy the medicine in order to maintain her marriage. This appeals to the emotions of the listener, who is suffering such an infection to get the medicine or otherwise lose her marriage.

Intertextuality

Traditional medicine practitioners attempt to persuade their audience by resorting to intertextuality. Intertextuality according to Blackledge (2005) refers to the presence of more than one genre, style or discourse in a single text. Texts draw upon other genres, discourses and styles to articulate together (Fairclough, 2003). According to Bhatia (2010: 35), intertextuality refers to "more innovative attempts to create various forms of hybrid and relatively novel constructs by appropriating or exploiting established

conventions or resources associated with other genres and practices". When people engage in speaking or writing, their words often relate to other "texts" (Gee, 2005). The elements that are related to other texts bear social and institutional meaning from other social practices. They use words and phrases the audience is familiar with as posited by Aristotle that the argument of an effective persuasion is based on a familiar ground between the persuader and his audience. An adequate amount of shared knowledge between the practitioner and the target audience helps to construct meaning. Extract 03 illustrates this assertion.

Extract 03:

> Saviour Cream

109. Ɛyɛ a na w'ase hɔ . w'ahemfie hɔ no ɜhɔ keka wo …
> [when this happens you itch in your genitals 'your palace area']

"Saviour cream" is the name of the cream being advertised. The word 'saviour' suggests that the cream has come to deliver or protect the audience from suffering from the indicated sickness. Therefore, by buying the saviour cream, you have delivered yourself from all sorts of diseases. 'Saviour' is apparently associated with a religious discourse which connotes a person who helps or saves people from something, a liberator or redeemer. The semantics in 'saviour' may be well understood by the audience and this enhances interest in the audience to pay attention to what the practitioner has to say. This appeals to the emotions of the listeners and it evokes in their minds deliverance or total freedom. Similarly, 'ahemfie' is also used by the practitioner to persuade the listeners. ' Ahemfie' literally means palace, a word which connotes a grand residence or a royal residence. The female genitalia are likened to a palace and as such, no form of infection should be entertained but they must be taken care of like a palace. Traditional medicine practitioners thus exploit intertextuality to help persuade their audience by appealing to their emotions and generating some form of interest in the audience for the product. The words used evoke some form of belief system of the listeners.

Repetition

Herbal medicine practitioners make use of repetition as a persuasive strategy in advertising their medicine. According to Leech (1996), advertising can

only make a long-term impression if its content is memorable. It helps the audience to remember both the product and the message. From the data, practitioners make use of lexical repetition in advertising their products. They repeat the name of the medicine to help the audience remember the medicine in order to buy it. Extract 04 from the data bears evidence to this fact.

Extract 04:

24. savior cream yi bi ɔwɔ hɔ nom a ɛboa…
    [savior cream is there and it is helping …]

29. ɛrr savior cream yi ɛbu so na ɛreboa
    [Err savior cream is in abundance helping]

32. Ridge Hospital Saviour Cream no bi ɔwɔ hɔ nom, ɛne ayaresebea…
    [You can also get some of the savior cream at Ridge Hospital and other health delivery posts]

From the extract above, the second and third repetition of 'saviour cream' could have been replaced with the pronoun 'it', but the speaker insisted on using "savour cream. This form of repetition is purposively done as many times a possible for it to stick in the minds of the audience. Repetition, therefore, is very crucial in the accomplishment of successful advertising.

Use of Personal Pronouns

From the data, it is clear that herbal medicine practitioners employ a conversational tone in their advertisement by making the effort to address the individual audience. They use personal pronouns to create a form of personal relationship with the audience. O'Tool (1985) cited in Duah (2006) posits that for language to effectively persuade in an advertisement, it has to target the consumer as an individual and not one of the masses. Fairclough (2001) refers to this as *Synthetic personalization* highlighting that people feel highly valued when they are addressed as individuals rather than as part of a mass audience. Practitioners use the second person singular 'you' and 'your' to build a notion of personal interaction between the practitioner and the audience. It also appeals to the individual audience's emotion making them feel that they are the ones being addressed. This may convince the

individual audience to positively respond. Extract 05 illustrates this situation.

Exract 05:

4. edi kan na afie mesrɛ woaso ɛne woadagyeɛ .. ne wo atwetwe
    nkɔmɔ kakra
    [In the first place and I beg you for your ears and time.. to have
    a small conversation with you]

13. …ɛbetumi aboa wo a mpo ɛbi aka w'abusuafoɔ nyinaa…
    [… will help you and even the whole of your family …]

From the extract, the audience would feel that the practitioner is in a private conversation with him or her alone, directly appealing to his or her interest. The 'you' and the 'your' represent the target audience as unique and sustains his or her interest in the message. Again, the practitioner uses a lot of the inclusive "we" and "us" to make the audience realize that he (the practitioner) shares in the audience's plight. The use of these personal pronouns tends to regard the audience as a person and not a people, whose personal and very intimate problems can be shared with the practitioner for a solution. This may generate positive responses from the audience.

LOGOS (LOGICAL APPEAL)

This is an appeal through reasoning. This form of appeal deals with the internal consistency of the argument, the logic of its reasoning and how the supporting evidence is effective with the claims made very clear.

Rhetorical Questions

The study also revealed that herbal medicine practitioners make use of rhetorical questions as a persuasive strategy in advertising their medicine. The audience does not verbally give answers to the practitioner's question. The question is asked for the audience to affirm the product's goodness or affirm a need for the product. This also gives the message a conversational tone. Extract 06 illustrates this situation.

Extract 06:

138. wonnyenni woahu? …
     [you don't believe?...]

139. sɛ ɛyɛ wo nwanwa?
     [it seems you are surprised?]

The rhetorical question contributes to the dialogue structure and helps the practitioner to involve the listener in affirming the need to buy or use the medicine. This contributes to the persuasiveness of the message. The audience is brought to a place where he or she gets the conviction that buying the medicine is for his or her good. The listener is engaged to make an input into the message by affirming the need for the medicine mentally.

Ethos (Credibility Appeals)

According to Aristotle appeals, ethos is associated with the authority of the speaker. Persuasion lies in the power or authority of the speaker. The audience has to find the speaker credible and trustworthy. This takes into consideration the speaker's reputation, his previous record or expertise in the field. Practitioners make claims of their medicine being superior and credible by associating it with high profile hospitals, portraying that the product is of good quality which may not necessarily be so. Extract 07 illustrates this situation.

Extract 07:

18. aduro wei agye din a amma hospitals akɛseɛ
    [this medicine is popular in the big hospitals in]

19. ɛwɔ Ghanaman mu ha a yɛbɔ din a na kyerɛ sɛ ɛhɔ
    [Ghana such that when we mention the name we]

20. no deɛ yɛnim sɛ hospitals akɛseɛ paa, ɛhɔ ɛna aduro
    [know that they are very big hospitals indeed, these are places where the medicine.]

21. wei atumi agye din akɔduru…
    [has been popular…]

23. Baabi te sɜ Korle-Bu Hospital…
    [places like Korle-Bu Hospital …]

26. Central Regional Hospital nso ɜhɔ nom wokɔ a, wonsa betumi
    aka bi
    Also, when you to Central Regional Hospital too you can get
    some]

28. Afei Komfo Anokye a yɜtaa frɜ no 'Gee' …
    [Also Komfo Anokye popularly known as 'Gee' …]

32. Ridge Hospital Saviour Cream no bi ɜwɔ hɔ nom, ɜne ayaresebea
    ahorow pii …
    [You can also get some of the Savior cream at Ridge Hospital
    and other health delivery posts]

From the extract above, reference is made to prominent hospitals in Ghana such as Korle-Bu, Komfo Anokye, Cape Coast Regional Hospital and Ridge Hospital as places where the drug is sold. Practitioners use this to appeal to the audience that their product is credible in order to motivate them to buy the medicine. They exploit the audience's belief that the medicine that has been allowed to be sold in such 'big hospitals' is credible and safe to use. This creates some form of power and superiority, making the product more appealing to the audience.

Also, practitioners appeal to their audience as credible medical practitioners by displaying practical cleverness in their area of healing and human anatomy. They display knowledge about the symptoms and causes of diseases whilst attempting to persuade the audience to buy their medicine. They take time to tell the audience about the symptoms and of the diseases they claim to cure. The audience thus gets the impression that the practitioner is knowledgeable about the disease and this may lead to them being persuaded to buy the medicine. Extract 08 below illustrates this situation.

Extract 08:

92. s[dwoa no a ɜwɔ mu no ɜyɜ wo ya na ade a, ɜntena
    [if the balls in it have started paining you,]

93. ho nkyɜ na annkɔyɜ kɜseɜ ɜnnkɔyɜ ɜtwo case 5…
    [don't wait for it to get big like 'case 5' …]

From the extract above, the practitioner demonstrates knowledge about the hernia disease by discussing the symptoms and indicating what will happen to the audience who has this disease and does not seek treatment. This gives the audience the impression that the practitioner is well-versed in the practice and thus may be persuaded that this is a credible practitioner and may end up buying the medicine.

Effective persuasion is the ability of the speaker to adapt his or her message to the feelings, needs and the values of his listeners. The persuasive strategies identified in the analysis above show that traditional medicine practitioners use more of pathos, that is, emotional appeals in their advertising jingles. The practitioners control the minds and experiences of their listeners causing them to take some form of action such as buying the medicine. The excessive use of pathos creates, to a large extent, manipulation of the minds and beliefs of the listeners.

Van Dijk (2009) posits that power abuse can be based on ideologies, that is, the social beliefs and representations of groups of people. Practitioners exploit these social ideologies to manipulate their audience. Van Dijk (2003) argues that critical discourse analysis brings to light the extent to which the story of the manipulated or dominated is told from the perspective of the dominating. The position of traditional medicine practitioners in Ghana is therefore likely to influence their discourse which will maintain their social power. Traditional medicine practitioners are respected and deemed to have knowledge about traditional herbal healing and as such their discourse whose target is the ordinary audience may indicate power imbalance. However, this form of control may be seen as legitimate even by the listeners. The content of their discourse is rooted in the general health problems of different social classes of people. Chances are that the curative claims by these practitioners may not entirely be true. Their main aim is to get the people to buy their medicine and, as such, they make discourse and linguistic choices which serve that purpose.

CONCLUSIONS AND RECOMMENDATIONS

This study investigated the persuasive strategies used in the advertisement of herbal medicine in Ghana using Aristotle's three modes of persuasive appeals. The study used Van Dijk's (2006) concept of manipulation to explore the advertising jingles of traditional medicine practitioners as the theoretical framework and Aristotle's persuasive appeals as the analytical framework. The main purpose of the study was to find out the persuasive strategies used by herbal medicine practitioners and to examine whether these persuasive strategies are to a large extent manipulative on the audience.

The study revealed that traditional medicine practitioners use culture-specific and indigenous language, ideology, intertextuality, repetition, rhetorical questions and others in their advertising jingles. These strategies are used by Traditional medicine practitioners to persuade and manipulate their audience.

This study adds knowledge to critical discourse analysis since it explores a new discourse which has not received much attention. The findings will help future researchers with significant information on the persuasive strategies used by traditional medicine practitioners in Ghana.

Since the study was based on one advertising jingle, coming from only one practitioner the findings cannot be the basis for making informed generalizations. I, therefore recommend that future studies be conducted with a large data sample to help understand this particular discourse type.

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READABILITY AND CORPORATE COMMUNICATION: THE CASE OF FOUR BANKS IN GHANA

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ABSTRACT

Financial reporting is a key communication tool used by banks to communicate with investors and regulators. It is thus expected that annual financial reports are made as readable as possible to enhance communication. In this paper, attention is given to the readability of annual financial reports of four Ghanaian banks. The objective is to evaluate the readability of these reports and to establish differences in readability across the reports of the four banks. Convenience sampling was employed to sample annual reports of four banks (GCB, ADB, Fidelity, and Unibank) covering the years 2013 to 2016. SMOG readability index was computed from these reports. Means, standard deviations, and independent sample t-test, with bootstrapping, were used to analyse the data. The results revealed that all four banks used difficult words and sentences to write their reports. In addition, it was established that banks on the GSE and those not on the GSE did not differ in terms of the readability of their annual reports. It is suggested that the banks revisit their writing styles in order to make their reports readable.

Keywords: Readability, Bank Annual Report, Corporate Communication, SMOG Readability Formula.

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INTRODUCTION

Annual Reports (henceforth AR) are critical for customers, shareholders, investors, among others because they serve as a primary source of information to both investors and regulators in the corporate financial world (Richards, Staden, & Richards, 2015).The quality of information presented in annual reports influences investors' and other stakeholders' decisions by mitigating information and incentive problems (Healy & Palepu, 2000, cited in , Pivac, & Vuko, 2017). ARs cover different aspects of a company's financial and non-financial performances such as accounting policies, financial statements, chairman's letter, auditor's report and the company's business vision for the future (Beattie, Fearnley, & McInnes, 2004).

Both the financial and non-financial performances of a company are written documents that provide a fair review of the development of a company's business and its position. In as much as the quality of information presented in ARs is crucial in communicating a company's development and position, communicating the information in a more readable fashion for every reader to comprehend is equally important (Li, 2008). A study by Brenner (1971) suggests that as much as 96.9% of American investors read financial reports, and 80.37% of the respondents agreed that financial reports were useful. Esptein (1975) also adds that the majority of investors (60%) in America found annual financial reports to be at least moderately useful in investment decision making. Recently, Gerald (2016) examined the readership of online annual reports statistics of 500 European Companies and discovered that 37,376 people visit annual reports page a year; 165,938 people view annual reports per year; and there were 2,590 and 1, 425 downloads of the PDF and XLS formats of the annual reports, respectively, per year. Gerald (2016) also discovered that even though readers may prefer German, Dutch and Italian languages, the English language was most preferred with 61.5% visits and 62.7% views annually of annual reports written in English. The author, drawing a distinction between online and printed annual reports, stated that with print reports, things are not that simple in that 10,000 copies of a report are printed, in the end no one really knows how many of them are actually read and, more importantly, which content was most relevant to the "actual" readers. But in online annual reports, the results prove that there is actual readership and there is possible feedback from readers (Gerald, 2016).

Annual Financial Reports (AFR) are very important documents in the business world. This assertion has been confirmed by a number of scholars including Miller (2010), You and Zhang (2009), and Lehavy et al. (2011) in varied ways. According to them, there is a positive relationship between readability of AFR and earnings from a business. Li (2008) also adds that reading AFR influences investors' trading behaviour. These findings by these scholars about the relevance of AFR, perhaps, contributed to the increased interest of customers, shareholders, investors among others to begin reading AFR. Cheung (2006) indicates that for AFRs to be useful to targeted audience in their decision-making process for investors and shareholders alike, such reports must communicate clearly to its readers. The extent to which readers comprehend AFR is the purpose for which the researcher conducts this study.

Although the importance of readable financial reporting has been highlighted, and cannot be overemphasized (Kumar, 2014; Li, 2008; Ajina, Bensaad & Msoli, 2018; etc), one thing seems to be missing, that is the readability of annual financial reporting of developing countries.

 It is important to note that in the past few years, accounting reports in Ghana were peculiar to the nation, using the nation's own accounting system of reporting (Gyasi, 2010). Adding to the current development of screening in the Banking Sector of Ghana, where some banks have been liquidated, it is vital to examine if the annual reports of banks in Ghana reduce the information asymmetry among stakeholders in the Banking Industry. This suggests that the readability of financial reports from Ghana needs to be evaluated. Therefore, in this paper, attention is given to the readability of financial reports of four banks in Ghana. Specifically, two objectives were set:

1. To evaluate the readability of annual financial statements of four banks in Ghana;

2. To determine whether there were differences in readability of annual financial reports between banks on the GSE and those not on the GSE.

It is believed that the findings from this study will help financial institutions, especially the banks in Ghana, to conform the writing of their annual financial reports to the guidelines proposed and widely accepted and used

by the Securities and Exchange Commission's plain English initiative. This is especially important when banks in Ghana have recently come under serious scrutiny of the regulator, the Bank of Ghana, to ensure that these banks operate within the rules and regulations on which their licenses were issued by the regulator. The action of the Bank of Ghana led to the dissolution and withdrawal of licenses of some banks by the Central Bank. The action led to a reduction in the confidence of Ghanaians in the Banking Sector. It stands to reason that both local and foreign investors will be very careful in investing in any bank in Ghana. If any investor decides to do business with a bank, these annual reports will be one of the sources from which such investors will turn to for information to inform their decision. If these reports have low readability, such investors are likely not to benefit from them. It is important that these written reports have a high readability, so that their intended purpose will be realized.

REVIEW OF RELATED LITERATURE

Literature was reviewed from two perspectives: the empirical and theoretical. In the empirical sense, works on readability and readability indexes, corporate communication, and readability of corporate annual reports were reviewed. In terms of the theoretical perspective, the Munter Communication Strategy Model was reviewed. The review on the Munter Communication Strategy Model encompasses the basic tenets of the model and views about the model, the link between the Munter Communication Strategy Model and readability.

Readability and Readability indexes

Chall and Dale (1995), two of the earliest proponents of readability, define readability as "the total sum of all those elements within a given piece of printed material that affects the success a group of readers have with it. The success is the extent to which readers understand printed material, read it at an optimal speed, and find it interesting". Therefore, although readability and comprehensibility are two separate concepts (McNamara & Magliano, 2009), readability has been used as a proxy to measure the comprehensibility of a written text, since a reader's ability to comprehend a written text is first and foremost, dependent on whether or not the written text could be read.

Measuring readability could be done using different approaches (Bailin & Grafstein, 2016). As of now, however, the most popular approach involves the use of regression equations, termed 'readability indexes'. This approach has been the classical method of evaluating the readability of a written text. Readability indexes (formulas) are mathematical equations derived by regression analysis, in which a model or equation that best predicts the reading grade level of readers who comprehend a given text is constructed. Readability indexes have been in existence for some time now, yet, some are more popular and often used than others. These popular ones include the Dale–Chall formula, the Flesch formula, the Flesch–Kincaid formula, the Fog formula, the SMOG index, and the Cloze procedure (Stevens, Stevens & Stevens, 1992).

Classical readability formulas have become popular because no reader participation is necessary for its evaluation, hence making it easier to use (Subramanian et al., 1993). This point, which has made classical readability indexes popular is also a source of several criticisms of classical readability. Critics of the use of readability indexes have argued that readability formulas ignore most factors that contribute to ease of reading and comprehension, including the active role of the reader (US Dept. of Health and Human Services, 2012). Relying on a grade level score can mislead you into thinking that your materials are clear and effective when they are not. Despite these criticisms, it is accepted that readability indexes give quick estimates of the readability of a written text, and with little extra preparation before the usage of such indexes, readability scores which are fair can be achieved. In this paper, the SMOG readability index was employed. A justification for its usage is given in the methodology section.

Corporate communication

Corporate communication is a fundamental part of the organizational system. Corporate communication, or organizational communication, is generally considered as a process of sending and receiving messages with attached meaning to reach business results (Schermerhorn, Hunt & Osborn, 1998). Similarly, Dewine (2001) defines corporate communication as "the processes by which messages are sent, the monitoring of these types of messages sent, the values associated with those messages, the amount of information conveyed, the rules and norms under which messages are sent, and the organizational variables that affect the process such as structure and outcome measures" (p 6).

However, organizational communication could also be used as a general term to cover public relations, public affairs, investor relations, labour market communication, corporate advertising, environmental communication and internal communication (Van Riel, 1995). Corporate communication is quite distinct from other kinds of communication. Organizational variables such as strategies, intentions, and outcomes are what differentiate corporate communication from other types of communicative contexts, such as family communication, among others (Dewine, 2001). This suggests that communication within an organisation depends on organisational variables to achieve business results. A paramount variable that enhances the effectiveness of communication within an organisation is the communication skills of employees.

Corporate communication can be viewed along the lines of internal and external communication (Kreps, 1990; Heide, Johansson & Simonsson, 2005). The internal corporate communication is information exchange within the organization. In this form of communication, messages can be exchanged via personal contact, telephone, e-mail, intranet (the website accessible only by employees) etc. Internal corporate communication as a way of information exchange within the organization can be vertical, horizontal and diagonal. On the other hand, in external corporate communication, the information exchange goes both within the organization and outside of it. Organisations communicate with the outside world on a daily basis. In this regard, the written form of communication is best suited to reach a wider group of people. One of such documents that are made to the public to communicate the affairs of an organisation to the public is Annual Financial Reports.

Readability of Corporate Annual Reports

Studies on readability of corporate annual reports date back to the 1950s. Pashalian and Crissy (1950) investigated the readability of corporate annual reports and found that the general level of readability observed was difficult, and beyond the comprehension of 75 per cent of the US adult population. In general, most works' findings have revealed that readability of annual reports to be at a level of difficult to very difficult, and beyond skills of about 90 percent of the adult population and about 40 percent of the investor population (Kumar 2014, cited in Courtis, 1995). In Kumar's (2014) findings, Asian companies' annual reports are more difficult to read due to the

cultural adaptation of foreign culture to the Asian culture. According to Ajina, Bensaad & Msoli (2018), readable annual reports are those that provide homogeneous, simple, clear readable information that is understandable by all investors. The authors discovered that readability of financial annual reports reduces the agency's costs and information asymmetry between investors which attracts financial analysts.

As noted earlier, readable financial reporting has been highlighted, and cannot be overemphasized (Kumar, 2014; Li, 2008; Ajina, Bensaad & Msoli, 2018; etc); one thing seems to be missing, that is the readability of annual financial reporting of developing countries. The vast majority of assessments of the readability of Annual Financial Reports have been conducted in the developed countries (Kumar, 2014, and Ajina, Bensaad & Msoli, 2018).

For instance, Ajina et al.s (2018) study, which centered on French companies, explored the effects of annual reports readability on financial analysts' behavior. The authors defined readable annual reports as those that provide homogeneous, simple, clear, readable information that is understandable by all investors (Ajina et al. 2018). Citing an earlier work by Ajina et al. (2017), they defined complex annual reports as those that give unreadable information with a syntactic complexity that increases the processing and interpreting cost and, ultimately, the demand for analyst services. To the researchers, the readability of annual reports enhances the quality of information and helps ensure that the needs of both internal and external users of financial statements are met (Ajina et al. 2018). They argue that readable information provided by managers may appeal to analysts, reduce the time analysts spend understanding and interpreting this information, and facilitate their forecasts. Based on their findings, Ajina et al. (2018) concluded that readable financial reports reduce the agency costs and information asymmetry between investors. The authors further asserted that there was a positive relation between analyst following a company and the readability of the company's annual reports. They, therefore, recommended that French companies issue understandable information to the markets by employing readability strategies such as using short sentences, common words, or the active voice. The authors believed that such strategies will reduce the cognitive distance between information senders and users. Another study by Kumar (2014), which centered on U.S – listed Asian companies, examined the determinants of readability of financial reports. The researcher investigated the impact of secrecy, ownership dispersion and profitability on

the readability of annual reports of U.S.–listed Asian companies. Quoting Li (2008), the researcher stated that the primary argument for this regulation is that firms could use vague language and format in disclosure to hide adverse information, and average investors may be unable to understand these disclosures leading to capital market inefficiency (Kumar, 2014). He discovered that companies with higher ownership dispersion are providing more readable annual reports while larger sample companies are providing more difficult to read financial statements. Even though the researcher's results failed to reject the hypothesis related to the readability effect on profitability, his findings established that cross-listed companies tend to have difficulty writing readable financial reports. This is because they are companies that tend to borrow a global culture while retaining characteristics of domestic culture (Kumar, 2014, cited Zarzeski, 1996). Therefore, his assertion that the findings have important implications for international investors and global standard-setting bodies is crucial (Kumar, 2014). This leaves a gap for developing countries such as Ghana.

In Ghana, even though annual reports of banks have been understudied, annual reports of other institutions in Ghana have been studied by scholars. For instance, the readability of annual reports of the Social Security and National Insurance Trust (SSNIT) has been researched by Gyasi (2017). He discovered that the of annual reports of SSNIT are difficult to read. The author, therefore, recommended a revision of the writing styles in order to make the reports readable. Also, a similar study on readability of annual reports of the Vice Chancellor of University of Cape Coast has been researched by the same author. The findings showed that annual reports of the Vice Chancellor are difficult to read (Gyasi, 2018). Likewise, the author recommended a reconsideration of the writing style and language in order to make the reports readable. Closely related to reports is the study conducted by Fosu (2016) entitled: '*Linguistic description of Ghanaian newspapers: implication for readability, comprehensibility and information function of the Ghanaian Press'.* The researcher stated that there was close relation between the terms readability and comprehensibility. His study revealed that the language used to communicate socio-political news to readers is complex and could be potentially difficult for many readers (Fosu, 2016). To the researcher, this has a significant negative impact on newspapers' effectiveness in transmitting information to a wide spectrum of readers for socio-political benefits. The conclusion, therefore, by the researcher is that readability and comprehensibility of newspapers is possibly hindering the

information role of the press in Ghana (Fosu, 2016). Since the above stated studies confirmed the difficulty readers encounter when reading annual reports and newspaper reports, it is incumbent on researchers to provide further study into the readability of financial annual reports.

Researchers have gone a bit further than just evaluating the readability of an annual report. Instead of evaluating just the readability of such reports, several authors in recent years have conducted studies to find associations between readability of annual reports and some other variables that measure corporate performance. For example, Li (2008) used the Fog formula and added document length as another proxy for readability. She concluded that the readability of annual report of poorly performing firms was lower than that of well-performing firms. Also, in Kumar (2014), the univariate and multivariate analyses show that companies whose domestic culture is more secretive are providing less readable financial statements. His research discovered that companies with higher ownership dispersion are providing more readable annual reports while larger sample companies are providing more difficult to read financial statements. To him, readability of annual reports can be linked to culture and ownership dispersion, but his research could not find a correlation between readability of annual reports and firms' profitability, even though some studies do (Li, 2008 and Ajina et al. 2018).

Dempsey et al. (2010) examined the pricing implications of firm disclosure opacity, measured by the readability of Real Estate Investment Trusts' annual reports. They found, consistent with previous studies, that annual report complexity was significantly greater for poorer performing firms. Furthermore, Bayerlein and Davidson (2014) investigated the effect of connotation on readability and obfuscation. They found that the reading difficulty levels within chairman addresses were typically high, or very high. A number of other similar studies have been reported elsewhere (e.g. Richards et al., 2015). In a more recent study by Gyasi (2018), he found that readability of SSNIT annual reports was difficult. Moreover, in an earlier study of readability of annual reports of University of Cape Coast Vice Chancellor's reports, Gyasi (2017) discovered the annual reports of the Vice Chancellor were difficult to read.

It is noted from the above review that corporate annual reports, including those from the accounting and finance sectors are difficult to read, even in developed economies where there is tighter control of financial reporting

standards with the aim of improving readability. It is argued here that the readability of annual reports of banks in Ghana will be difficult since the same regulatory measures are not available or enforced in the same manner in Ghana as it is in developed countries.

Theoretical framework

The theoretical framework selected for the study was the Munter Communication Strategy Model advanced by Mary Munter in 2003. The diagram below illustrates the Munter Communication Strategy Model.

Fig. 1
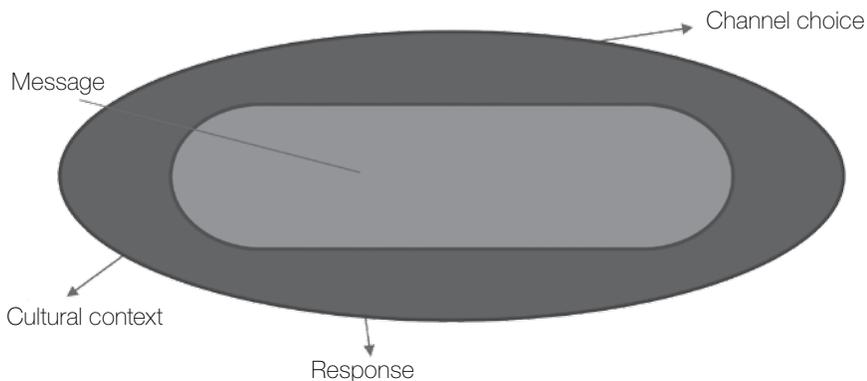
Source: Munter (2003)
Figure: Munter communication strategy model

The Munter Communication Strategy framework comprises four key elements; these include the communicator, message, audience and response. The first of the Communication Strategy Framework is the strategic communicator. Communicator plans their communication by focusing on their communication objectives. These objectives identify what the communicators want their receiver or audience to know, to think or to do. With communication objectives defined, communicators analyze the receiver of the message to determine what message strategies are most likely to lead to positive results. The communicator then selects appropriate channels for the message considering the cultural context where the communication takes place. Finally, the receivers or audiences' response gives the communicator feedback to determine if the communication was effective.

There is a connection between the communicator as element of Munter communication strategy model and corporate communication. According to Chatterjee, Tooley, Fatseas, & Brown (2011), annual reports are corporate reports that have considerable value for their users (audience). The main actor in the preparation of Annual Financial Reports is the communicator who has identified a gap of knowledge that needs to be filled to supply quality information to stakeholders, investors and policy makers in the corporate world.

Consequently, the communicator then selects appropriate channels for the message considering the cultural context where the communication takes place. Generally, the main channel in which Annual Financial Reports are presented is the written mode of communication (Brenner, 1971; Esptein, 1975; Miller, 2010; You & Zhang, 2009; and Lehavy et al., 2011). Many authors emphasize the importance of reading Annual Financial Reports since there are serious competitions among firms in the corporate world (Cohen, 2002; Coy & Dixon, 2004; Li, 2008; Linsley & Shrives, 2006; Santema & Van de Rijt, 2001). It is only when AFRs of other firms are read that firms would be aware of their short-comings and make amends.

The next aspect of the Munter Communication Strategy Model is the responses from the audience. Scholars have read AFRs of firms and have come up with certain information. To talk about the cultural context of the model, Pivac and Cular (2012) claim that a large number of key elements are missing in the Croatian AFRs of listed companies and that annual reports in Croatia measured by a disclosure quality index are of average quality. This is clearly the response of audience on one hand. The cultural context in this case is the basic structure that must be universal in all AFRs. On the other hand, other beneficiaries of the AFRs also claim that reading AFR positively influences their earnings from a business, changing investors' trading behaviour and helps in the decision-making process for investors and shareholders alike (Miller, 2010; You & Zhang, 2009; & Lehavy et al., 2011). Munter (2003) has adapted the basic variables of a basic model for her "Communication Strategy" model.

METHODOLOGY

Research Design, Sample, and Sampling Techniques

The study employed quantitative research design, using the descriptive research approach (Blessing & Chakrabarti, 2009). This approach was used since statistics were to be computed in order to describe readability of the annual financial reports. The annual financial reports of four banks (Ghana Commercial Bank, Agriculture Development Bank, Fidelity Bank, and Unibank) were conveniently sampled, employing the quota sampling technique for the study. The quota sampling technique was employed since the sample was gathered in a non-parametric manner (Skovsmose & Borba, 2000). Out of the selected banks, two were state – controlled banks while the other two were privately owned. This approach was employed because each of the state – controlled banks (Ghana Commercial Bank and Agricultural Development Bank) were listed on the Ghana Stock Exchange (GSE). Hence, compliance of these banks to the regulations of international financial reporting was supposedly followed. This meant that better readability of reports from these two banks was expected. The other two banks (Fidelity Bank and Unibank) were not listed on the GSE, implying that readability of their reports was expected to be relatively poorer than the other two. This criterion of including two banks on the GSE and two which were not, allowed for a stratification and comparison of the reports from these two groups of banks.

Data Collection

Selecting text from the reports for readability score computation, the researcher used three segments of each report. These were (1) the chairman's statement (2) the independent auditor's report, and (3) corporate governance. These three segments were selected because it was believed that these sections would have significant impact on readers' decision-making. For example, the chairman's statement has been indicated to be the most read portion of annual financial reports (Richards et al., 2015). The readability of this section is critical to decision-making for both investors and policy regulators. In addition, the independent auditor's section of the report was considered to be the section to portray the financial position of the banks in an unbiased manner. Thus, this section would have quite significant effect on readers decision-making, was included.

The annual reports used covered consecutive years' reports that had all three sections present. This was done to ensure uniformity and to allow for comparison. By this criterion, some banks' reports covered three years whiles others covered two consecutive years. Details of the years used have been presented in the Appendix. These were the available reports on the websites of these banks which covered consecutive years. For each of the years in question, texts from the sections of the annual report were selected for readability calculations and presented under various sub-themes. Hence, the readability of each sub-theme was calculated independently of the other, since each theme required a different writing approach. A detail of this is given in the Appendix.

Selected texts were first prepared before readability scores were computed, in line with recommendations of US Dept. of Health and Human Services (2012). This was done to ensure accuracy of the readability scores that were computed.

The SMOG readability index was used to calculate the readability of the annual reports. This index was employed because it is recommended as a very reliable proxy to measuring readability (US Dept. of Health and Human Services, 2012). In addition, the SMOG readability index is noted to perform well for document that is meant for relatively literate audience, such as financial disclosures. The Fog index was not used in this assessment although same has been applied in the evaluation of the readability of several financial disclosures by earlier authors because the Fog index has been noted to perform much better for low literacy documents (Doak, Doak, & Root, 1996; Root & Stableford, 1998).

Data Analysis

With the help of IBM Statistical Products and Services Solutions (SPSS) version 24.0, frequencies, percentages, means, and standard deviations were used to describe readability of the annual financial reports (Objectives 1).

Independent sample t – test, with bootstrapping, was employed to determine differences in readability of texts between annual reports of banks listed on the GSE and those not on the GSE (Chernick, 2007). The bootstrapping technique was performed for samples of 1000 to ensure robust estimates of significance or p-value, standard errors and the confident intervals (Field,

2013). To achieve this, Bias corrected and accelerated (BCa) intervals were used since it ensures adjusted intervals that are more accurate (Field, 2013), and Mersenne Twister Random Number Generator was set to replicate a sequence of random numbers. This helped to preserve the original state of the random number generator and restore that state after the analysis was completed (Kirby & Gerlanc, 2013). The results are presented below.

RESULTS AND DISCUSSION

Determining the readability of banks' annual financial reports

Table 1 presents descriptive statistics of the readability of annual financial reports of four banks in Ghana measured using the SMOG readability formula. Means (and standard deviations) were used to evaluate the readability of the annual reports and have been reported in Table1. In this paper, efforts have been made to interpret the SMOG scores in the narrow sense for which readability indexes were created, in line with the recommendations of US Dept. of Health and Human Services, 2012). Thus, linking the SMOG scores to grade level and comprehension were avoided, although that has been the practice of many users of readability scores.

Table 1: Descriptive statistics for SMOG readability scores of annual financial reports of four banks in Ghana.

Bank	Year	Min	Max	Mean	Std. Deviation
ADB	2013	6.20	25.60	14.00	5.74
	2014	6.70	15.90	11.57	3.09
	2015	7.50	19.00	12.52	3.60
	Total	6.20	25.60	12.81	4.42
GCB	2014	8.30	20.90	13.85	3.34
	2015	8.50	25.00	14.34	4.09
	2016	7.00	24.60	14.02	4.83
	Total	7.00	25.00	14.08	4.02

Fidelity	2014	7.20	26.20	15.06	4.95
	2015	6.70	28.00	16.56	5.57
	2016	5.20	23.20	14.81	5.54
	Total	5.20	28.00	15.43	5.31
Unibank	2014	5.40	25.30	12.46	5.36
	2015	7.40	25.00	12.94	5.03
	Total	5.40	25.30	12.70	5.06

Source: Field Data, 2018

It is observed from Table 1 that for all the banks, the reports use *'difficult'* words and sentences when compared to reference SMOG scores (US Dept. of Health and Human Services, 2012). This finding is consistent with a majority of earlier works. Kumar (2014) revealed that large companies as well as companies which are secretive tend to provide difficult to read annual report. Ajina et al. (2018) found that French companies also provide difficult to read annual reports, which affects information flow between the companies and financial analysts. Similarly, Gyasi (2018) discovered that annual reports of the Vice Chancellor of University of Cape Coast and SSNIT of Ghana tend to be difficult to read. These earlier observations therefore make the current study consistent with extant literature. In addition, the readability of the reports of all the banks has not improved over time. The mean readability scores for two of the banks (ADB, Fidelity) have only improved marginally over time. For the other two banks (GCB and Unibank), the readability got relatively worse over time such that earlier years' reports were relatively more readable than subsequent years. In general, however, Unibank produced the least difficult to read report (Mean =12.7; SD = 5.06). In contrast, Fidelity Bank produced the most difficult to read reports, on the average. It is noted however that the annual reports used to evaluate the readability of Unibank covered only two years, as compared to the three years for Fidelity Bank. Since means are affected by extreme values, it is likely that Unibank's readability was better because of the number of reports used for computing the readability scores. Otherwise, the findings disagree to some extent with the research of Kumar (2014) that large companies tend to produce readable reports. In this study, GCB, ADB and Fidelity, which are relatively large companies, tend to produce more difficult annual reports than Unibank.

The purpose of financial reports is to provide information regarding a company's financial operations. This helps investors to make decision of either to invest or not to invest in a company. On the other hand, regulators use financial reports to determine compliance of these banks to regulate policies. For example, it may not be out of context to state that in reviews of the banks in Ghana by the Bank of Ghana, one major source of relevant information to the regulatory body, Bank of Ghana, was the annual reports of banks. All these purposes are achieved when banks communicate financial information effectively to clients. From the findings of this objective, however, investors and regulators will have a challenge to read the financial churned by these banks since on the average, the words used are difficult to read.

Objective two: Differences in readability of annual financial reports between banks on the GSE and those not on the GSE

Objective two was analyzed using independent sample t-test, with bootstrapping. The results of the original and bootstrapped samples have been presented in Tables 2 and 3 as follows:

Table 2: Independent sample test showing original Samples									
	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	3.358	.069	-1.305	148	.194	-1.01891	.78107	-2.56241	.52458

Table 3: Independent sample test showing bootstrapped confidence interval						
	Mean Difference	Bootstrap				
		Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval	
					Lower	Upper
Smog Index — Equal variances assumed	-1.01891	-.02607	.79892	.209	-2.65961	.53181
Equal variances not assumed	-1.01891	-.02607	.79892	.206	-2.65961	.53181

Source: Field Data, 2018

Since Levene's test of equality of means was statistically insignificant, equal variances were assumed for the two groups (banks on the GSE and those not on the GSE). From Table 2, the original sample showed no statistical difference in SMOG scores between banks on the GSE and those not on the GSE (t $_{(148)}$ = 3.358; p = .194). This finding was confirmed by the bootstrapped sample, such that no significant difference was established (t $_{(148)}$ = 3.358; p = .209). Therefore, it can be concluded that banks adhering to the international standards of accounting reporting which requires banks to write financial reports in plain language did not write more readable reports than those banks which did not.

Although the international standard of accounting reporting is to write in plain language, monitoring that the reports are indeed written in plain language has not been demonstrated. Therefore, banks which are obligated to follow the international golden standard may still write in a manner that obscures the true state or performance of the bank. On the other hand, however, since Ghanaians are known to use flamboyant English expressions as a measure of academic prowess and intelligence, if banks were to write in plain English language, it may be misconstrued to mean lack of quality and it may hamper investors from engaging with the bank. Either of these two explanations is a possible reason the four banks use difficult words and sentences in writing their reports.

Using the Munter Communication Strategy Model, the researcher observed that the Communicator, which is the banks in this case, seeks to communicate a message that meets the knowledge needs of their audience, that is, shareholders, financial analysts, consumers and other members of the public. With respect to the rewritten channel component of the model, it is encouraged that writers get conscious of the readability of the written text in order for effective written communication to take place. The response component of the model will be the investors deciding to invest in the bank based on the informed decision made from reading annual reports. But then, such a positive response from investors is achieved if reports are readable. It is therefore, expedient to state that Munter Communication Strategy Model is a key guide for effective communication. In Bank Annual Reports, there is the need for users of the model to be mindful of text readability when using the written channel since readability can negatively affect effectiveness of the model. Therefore, it is observed that when readability of text is difficult and there is no response from users for effective revision of content to achieve readability, it is most likely that communicators will not achieve their objectives.

CONCLUSION

This study explored the readability of annual reports of four banks in Ghana. This was against the background that financial annual reports are important documents that provide information for an assessment of the performance and projected profitability a bank. The reports are there an important mouthpiece for effective communication with stakeholders of the financial sector. As such, these reports need to be readable.

The results of the study showed that all the four banks' annual reports were difficult to read because the reports were written using polysyllabic words and complex grammatical structures. The study discovered that the readability of the annual reports of Ghana Commercial Bank and UniBank decreased with insignificant margins in three consecutive years; while the readability of annual reports of Agricultural Development Bank and Fidelity increased in three and two consecutive years respectively, although the margin of increment was not statistically significant. Additionally, the study revealed that the banks on the Ghana Stock Exchange (GSE), Ghana Commercial Bank and Agricultural Development Bank, which supposedly

follow international accounting reporting principles did not produce readable annual reports compared to the banks not on the GSE, Fidelity Bank and Unibank.

The implications of these findings are that the four banks are not communicating effectively with both internal and external 'players' in the banking environment. This is likely to negatively affect investor confidence and performance of the banks. Especially, in the Ghanaian context where the banking sector is critically under scrutiny by the regulator, Bank of Ghana, there is a high need for banks to produce readable annual reports in order to keep their customers and key stakeholders informed about the banks' achievements and projections. Since readable annual reports have a positive relationship with the profit and good image of banks, banks that produce readable annual reports are most likely to maintain customers, attract new customers and investors and above all reduce need for analyst service in terms of publics' use of the annual reports. It is thus suggested here that the banks work hard to improve the readability of their reports in order to enhance their communication.

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MANIPULATIVE LANGUAGE IN CAMPUS POLITICS: DECONSTRUCTING STUDENTS' MESSAGES ON POSTERS IN SOME GHANAIAN UNIVERSITIES

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ABSTRACT

The University Campus has often been seen as an important site for the publication of school-related political ideas of young people (Loader, Vromen, Xenor, Steel and Bungum (2015). Against the background that critical discourse analysis seeks to uncover the ideological assumptions that are hidden in the words of written text or oral speech, this study sets out to deconstruct the language of 'welcome' encoded in posters and banners by would-be student leaders on the campus of some universities in Ghana in order to reveal the ideological elements contained in these posters and banners. Using Critical Discourse Analysis and genre analysis as the analytical framework, the study showed a typical move pattern of engagement used by the aspiring student leaders on the posters. This involves names and images of the participants on the posters, welcome messages, advertised student-leader positions as well as provision of contacts (mobile phone and social media) to further extend the discourse. Also, the study, through critical discourse analysis, deconstructed the language of welcome used by the aspiring student-leaders by indicating how they used the language of welcome as a cover to establish their own ideological and political ambitions. These findings have implications for students who wish to vie for positions in future campus politics and by extension national politics.

Keywords: Campus Politics, Critical Discourse Analysis, Manipulation, Ideology, Deconstructing

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INTRODUCTION

The last few years have brought an enormous interest in new forms of discourse analysis which has resulted in language learning and discourse being studied in a range of ways that continue to offer exciting insight into communication (Glynos, Howarth, Norval & Speed, 2009; Albers, Dooly, Flint, Holbrook & May, 2013). No matter the field of linguistic inquiry, whether Language and Power (Fairclough,1989), Language and Ideology (Van Dijk 1998), Language and Identity (Edwards, 2009), Discourse and Gender (Kendall & Tannen, 2001), one thing is clear and that is, language is purposefully used to engage others, convey certain types of information, create and recreate the very spaces we inhabit and to reflect and create categories of thoughts that are shared by members of a social group (Armstrong & Ferguson, 2010). According to Kramsch (1998), members of a community or social group do not only express experience; they create experience through language. They give meaning to it through the medium they choose to communicate with one another. Rozina and Karapetjana (2009) mention that, language plays a significant ideological role because it is an instrument by means of which the manipulative intents of politicians become apparent. The two authors further argue that linguistic manipulation can be considered as an influential instrument of political rhetoric because political discourse is primarily focused on persuading people to take specified political action.

Students and Campus Politics

The University Campus has often been seen as an important site for the publication of school- related political ideas of young people (Loader, Vromen, Xenor, Steel and Bungum (2015). Students in institutes of higher education often engage in campus politics with the view to, among others, gaining control of the union which is normally the apex student body dealing directly with the higher authorities on student-related and other academic issues (Munshi, 2014). Campus politics according to Munshi (2014) acts as fertile breeding grounds for future politicians. As a result, there is often direct intervention by larger political parties into students' affairs.

Major Concepts of the Study

The conceptual basis of this study is anchored in Critical Discourse Analysis (henceforth CDA) and ideology. Critical research on discourse focuses primarily on social problems and political issues. It tries to explain discourse

in terms of properties of social interaction and especially social structure (Van Dijk, 1998). CDA explores opaque relationships between discursive practices, texts and events and wider social and cultural structures (Fairclough, 1989). It has the common interest in de-mystifying ideologies and power through the systematic and retroductable semiotic investigation of semiotic data (written, spoken or visual) (Wodak & Meyer, 2008). McGregor (2003) emphatically states that the objective of CDA is to uncover the ideological assumptions that are hidden in the words of our written texts or oral speech.

One of the notions emerging out of CDA is manipulation which manifests either in text or talk (Van Dijk, 2006). He identifies two forms of manipulation in discourse; 'illegitimate' and 'legitimate' manipulation. By illegitimate manipulation Van Dijk (2006) points out that manipulators make others believe or do things that are in the interest of the manipulator and against the best interest of the manipulated. He explains further that this negative consequence of manipulative discourse typically occurs when the recipients are unable to understand the real intentions or to see the full consequences of the beliefs or actions advocated by the manipulator. Legitimate manipulation on the other hand may come in the form of persuasion where the interlocutors are made to believe or act as they please depending on whether or not they accept the argument of the persuader. DeSaussure and Schulz (2005) also are of the view that manipulative discourse requires much attention to the ways in which communication is achieved including 'packaging' and formal aspects of sentence, semantics and syntax as well as the intentions of the speaker and the recovery of these intentions by the addressee. This point is buttressed by Rozina and Karapetjana (2009) who attempt to create a nexus between linguistic manipulation and political discourse. They consider linguistic manipulation as an instrumental influence of political rhetoric because political discourse is primarily focused on persuading people to take specific political actions. This is manifested in the creation of new forms of linguistic manipulation such as updated texts in slogans, application of catch phrases, the connotative meanings of words and a combination of language and visual imagery.

Language and Ideology

Fairclough (1989) draws a link between language and ideology. According

to him, ideologies are closely linked to language because using language is the commonest form of social behaviour. He mentions further that through ideology and ideological workings of language, the exercise of power in modern society is achieved. Van Dijk (2006) corroborates this by maintaining that ideologies are largely expressed and acquired by discourse, that is, by spoken or written communicative interaction. In other words, ideologies are acquired, expressed, enacted and reproduced by discourse. For example, he points out that the pronoun 'we' is one of the structures typically used to 'deictically refer to the in-group of the current speaker'.

Theorizing Political Discourse

Chilton (2004) argues that language and political behavior can be thought of as based on the cognitive endowment of the human mind rather than as social practices. He emphasises that political activity does not exist without the use of language. In other words, the practice of politics is predominantly constituted in language. Fairclough and Fairclough (2012) emphasise that a relevant aspect of political discourse focuses on the structure of argumentation in a political speech. This structure of argumentation may be designed to achieve a particular purpose; to convince an audience that a certain course of action is right or a certain point of view is true. This, the two authors refer to as the 'intended prelocutionary effect' which is intrinsically associated with the speech act of argumentation.

Van Dijk (1997) states that political discourse represents political actions or practices which are discursive practices. For example, lexical items not only may be selected because of official criteria of decorum, but also because they effectively emphasise or de- emphasise political attitudes and opinions, garner support, manipulate public opinion, manufacture political consent or legitimate political power. He argues further that given the nature of political polarization in the political process, one may expect the typical positive evaluation of 'us' and 'our' actions in positive terms and of 'them' and 'theirs' in negative terms. Another level or dimension of discourse structure in political discourse is what Van Dijk (1997) terms super-structures or textual 'schemata'. Here, political discourse may make meanings more or less prominent for obvious partisan reasons. Information may be highlighted in a headline, summary or conclusion. Conversely, relatively insignificant details may get extra emphasis by putting them in prominent schematic categories and vice-versa in order to conceal important information. At the level of

lexicon, Van Dijk (1997) states that, in political discourse, words are used to describe opponents or enemies in a more negative way while individuals within a discourse; text or talk, describe their 'bad' habits, properties, products or actions with euphemisms.

In terms of syntax, Van Dijk (1997) reiterates that there is political manipulation of syntactic style such as the use of pronouns, variations of word order, the use of specific syntactic categories, active and positive constructions, nominalizations, clause embedding, sentence complexity and other ways to express underlying meanings in sentence structure. Best known at the boundaries of syntax, semantics and pragmatics according to VanDijk (1997) is the partisan use of deictic pronouns. For example, the use of the political plural 'we' or possessive 'our' has many implications for the political position, alliances, solidarity and other socio-political position of the speaker, depending on the relevant in-group being constructed in the present context. Such pronomial self-references may vary depending on which reference group is most relevant for each argument. Thus, principles of exclusion and inclusion are at play and reflect the partisan strategies of power in the political process.

Related Empirical Studies

Linguistic enquiries in campaign messages of students in politics are under-researched. However, scholars have focused attention on mainstream politicians and the language they use in persuading the electorate for votes.

In investigating the stylistic analysis of selected political campaign posters and slogans in a regional Nigerian elections, Sharndama and Mohammed (2013) report that whilst the vocabulary of the campaign posters are descriptive and emotive with the syntactic features being concise, precise and usually in declarative mood, the graphological features are designed to attract the attention of the electorate. Juffermans (2013) also shows how the occasional use of local language in the publicity campaigns of mobile phone operators serve as symbolic rather than communicative functions in ethno-linguistic relations in the Gambia and also how retailers in a major shopping street use images more than multilingualism as a vernacular strategy to accommodate illiterates in their audiences. Mcilwain (2007) investigates how political advertisement uses the trope of the 'Afro' to argue against a black candidacy in a local political contest appealing to voters to be reminded

of the negative associations of blackness with inferiority, criminality and perceptions of black militancy whilst D'angelo (2010) suggests an analytical framework capable of highlighting the communicative purposes, reader-oriented strategies and visual-linguistic interaction employed in the multimodal genre of academic posters. Jayasuriya (2015) investigated posters that advertise spoken English classes in Sri Lanka with the view to analyzing the language, visuals and ideology behind them. Whilst all these studies attempt to establish the linguistic implications of texts on posters, banners and messages on websites in different socio-political scenarios in society, none of them effectively addresses the issue of language and media messages on posters and banners as used by students in a typical campus politics.

The present study interrogates the ideological undercurrents in students' language on posters and banners in campus politics in some Ghanaian universities. The primary objective of this study is to deconstruct students' messages on these posters in order to expose the implied meaning these messages seem to communicate to the audience.

STATEMENT OF THE PROBLEM

Besides studying various disciplines, students in higher education are also active in campus political activities which act as fertile breeding ground for future politicians (Munshi, 2014; Besar, Jali, Lyndon & Selvadurai,w 2015). Whilst it is common knowledge that Students Representative Council (SRC) is found in most second cycle and tertiary educational institutions, in Ghana, there is ample evidence that many of the political leaders since independence were student leaders who graduated from the SRC through to the National Union of Ghana Students (NUGS) from the various university campuses (Ahiatrogah & Koomson, n.d.). One of the media through which prospective student-leaders hope to reach the student electorate is through posters and banners which are often pasted or hung at vantage points to catch the attention of the students. An emerging phenomenon which is prevalent in almost all campuses in Ghanaian universities is the tendency for prospective student-leaders to 'welcome' students back to campus with well-crafted messages at the beginning of a new semester. This observation is in tandem with Potter's (2008) assertion that developing precise messaging involves evaluating the responses of the target audience which would lead to raising

awareness and influencing behavior. A badly packaged message according to Alberts, Nakayama and Martin (2007) could also prove the undoing of the communicator. It is against this background that the present study attempts to do a critical discourse analysis of students' language of 'welcome' on posters and banners on some Ghanaian university campuses.

The main objective of this study is to deconstruct the language of 'welcome' by would-be student-leaders to reveal the ideological elements contained in the posters and banners; however, the study   is directed by the following research questions:

1. How are ideological elements captured in the language of 'welcome' on posters and banners by would-be student leaders on the various university campuses?

2. Which linguistic engagement strategies are used to involve the audience in the discourse of the posters?

3. What is the relevance of obligatory or optional moves of the 'welcome' posters on the university campuses?

METHODOLOGY

The current study generally adopts a qualitative approach in investigating the ideological undertones of the language of 'welcome' on posters and banners by prospective student-leaders on various campuses in some Ghanaian universities. Elements in the methodology involve establishing the data source, study population, study sample, research instrument and the unit of analysis for the study. The study population involves all posters and banners of aspiring student-leaders that seek to 'welcome' students back to campus in a new semester in three public tertiary institutions in Ghana namely: Ghana Institute of Journalism (GIJ), University of Ghana (UG) and University of Professional Studies in Accra (UPSA). These universities were selected because of the dual reasons of the researcher's special affiliations with one of them (Lecturer, GIJ) as well as residential proximity to the campuses of UG and UPSA which made gathering of data quite convenient. The main source of data is the posters and banners depicting the image and identity of the aspiring student-leaders which also contain their campaign messages. It took the researcher six weeks to collect the data from the campuses of these three universities. Whilst some of the data were obtained

through direct personal contact with the aspiring candidates, others were obtained through snapshots of the posters pasted at various points in public places on the various campuses in the targeted universities. In all, a total of fifty-six (56) posters and banners were collected in the targeted tertiary institutions. Out of this number, forty-eight (48) were purposively selected as the sample for the study because they contained specific messages of 'welcome' to students in a new semester. Any poster or banner that did not have this special characteristic was not added to the sample. For ethical considerations, three of the candidates gave me the permission to use their images and messages on the posters for the analysis. The study employed textual analysis as the research instrument specifically using CDA to deconstruct the ideological undertones in the messages of the posters as well as identifying the linguistic features used as engagement strategies to relate with the audience (students).

Analytical Framework

Fairclough's (1989) three-dimensional model of CDA together with Hyland's (2005) metadiscourse engagement marker (reader pronoun) and Swale's (1990) genre analysis formed the basis of the analytical framework for the study. Fairclough's (1989) three-dimensional model of critical discourse analysis which involves the object of analysis, the discursive process by means of which the object is produced and received as well as the socio-historical conditions which govern these processes, transforms into an analytical method. These are: the linguistic description of the formal properties of the text, interpretation of the discursive processes involved in the production of text as well as the explanation of the social context within which the text was produced. This was complemented by Swale's (1990) concept of 'move' in genre analysis to identify the textual regularities on the posters and banners with the view to establishing the obligatory and optional moves whilst Hyland's (2005) engagement strategy of reader pronoun was used to determine how the aspiring student-leaders use language to engage the audience (students) in the discourse of the poster.

Analysis and Discussion

The analysis of the study is based on the research questions formulated to guide the research:

Which message on the posters is obligatory or optional on the 'welcome' posters on the university campuses? How are ideological elements captured in the language of 'welcome' on posters and banners by would-be student leaders on the various university campuses? What is the relevance of obligatory or optional moves of the 'welcome' posters on the university campuses?

Establishing obligatory and optional moves in the posters

Swales' (1990) concept of genre analysis involves the notion of 'move' analysis. This is often used to identify the textual regularities in certain genres of writing whether they are obligatory or optional. Moves that occur regularly in a genre are considered obligatory while those occurring less frequently are considered optional (Swales, 1990; Li, 2011).

The current study establishes four basic messages (moves) on the posters ostensibly to welcome students back to campus at the beginning of a new semester. These were found to be quite recurrent in almost all the posters gathered by the researcher. First is the name of student (sender of the message) on the poster with his/her accompanying photograph (move 1). Next is the boldly written and warm message of 'welcome' to all students entering campus to begin a new semester (move 2) Then comes the student's major political statement defining his/her vision/manifesto to the audience (students). This comes in different forms such as a catch phrase using a hashtag or a definite statement or principle, or a quote of an influential person (move 3). Another frequent message on the poster is the student leadership position the sender of the message is gunning for (move 4). This is usually followed by the contact social media address or phone number of the aspiring candidate (move 5).

It must be pointed out here that the frequency of the moves in the posters is modeled along that of Rasmeenin (2006) cited in Noudoushan (2012) who classified moves as 'obligatory' when observed in 100% discussions, 'conventional' when observed between 66%-99% and 'optional' when it occurs in less than 66% of the discussion. However, unlike Rasmeenin (2006), the current research classifies moves into two categories; obligatory and optional moves. The researcher, in this study, tags obligatory moves as those observed between 61%-100% of discussions while regularity of moves occurring between 0%-60% of discussions are considered optional.

However, in the case of the obligatory moves, moves that fall within the range of 75%-99% are classified as highly obligatory and if the move occurs in 100% of situations, it is fully obligatory.

The table below presents a clearer picture of the analysis:

Genre Type	Move Type	Move Function	Fre-quency	Total No of Posters	Per-cent-age	Status of poster
	Move 1	Name & Picture	48	48	100%	Fully obligatory
Student Poster	Move 2	Welcome message	36	48	75%	Highly Obligatory
	Move 3	Key statement	24	48	50%	Optional
	Move 4	Aspiring Position	36	48	75%	Highly Obligatory
	Move 5	Candidate's contact	35	48	72.9%	Obligatory

Table 1: Frequency of moves on the posters

From the table, it is apparent that aspiring student-leaders prefer to display their identities (names and photographs) on the posters and that constitute the 'first move' on the poster. This occurred in all the 48 posters gathered by the researcher (100%) and makes it a fully obligatory information/message on the poster. It also means that the name and image of the aspiring student-leader on the poster is very crucial and almost indispensable. The purpose is to familiarize themselves with the general student body and court their attention for easy identification when it comes to any student-related campus elections. The second move (move 2) constitutes a statement usually containing the word 'welcome' meant to usher in the students back to campus to begin a new semester. This occurred in 36 out of the 48 posters constituting 75% of the total posters collected for the study. This renders that piece of information 'highly obligatory' on the poster. Moves four and five are classified highly obligatory as well. They occurred in 36 out of the 48 posters (75%) and 32 out of 48 (72.9%) respectively. The 'move function' here seeks to advertise the aspiring student's position he/she wishes to

contest in campus election as well as providing their contact address, be it via phone or any of the social media platforms. Finally, 'move 3' is a piece of statement that comes in a form of an advice or a popular catch phrase designed to serve as a link between the aspiring student leader and the student electorate. This occurred twenty-four times (24) out of the total forty-eight (48) representing 50%, thus making it an 'optional' piece of information on the poster. The relevance of the fully obligatory as well as highly obligatory moves on the poster indicates a higher level of persuasion on the part of the contender. The high frequency of these moves reflects the most important message that the candidates wish to convey to the electorate.

Deconstructing the Posters through CDA

It must be emphasized that the main objective of the present study is to deconstruct the language of 'welcome' by would-be student leaders to reveal the ideological elements contained in the posters and banners. Critical Discourse Analysis explores opaque relationships between discursive practices, texts and events and wider social and cultural structures with the primary objective of uncovering the ideological assumptions that are hidden in the words of written text or oral speech. (Fairclough, 1989; McGregor, 2003). This is often achieved through illegitimate manipulation (Van Dijk, 2006) where manipulators make others believe or do things that are in the interest of the manipulator and against the best interest of the manipulated, or when the recipients are unable to understand the real intentions or to see the full consequences of the beliefs or actions advocated by the manipulator.

The analysis of the present study therefore is based on Fairclough's (1989) perspective of CDA where the object of analysis is the 'welcome' posters and banners pasted in different corners of campus ostensibly to welcome students back to campus usually at the beginning of a new academic year. The question here is, what are the real intents of these would-be student leaders in the welcome posters? Which latent ideologies express themselves in the language of these posters? An attempt to provide answers to these questions is seen in the analysis of three of such posters, one each from three public tertiary institutions in Ghana namely: University of Ghana, Ghana Institute Journalism and University of Professional Studies Accra (UPSA).

Figure 1: 'Welcome' Poster at GIJ

In figure 1, it is apparent that the manifest communicative purpose of the student advertiser (Suraiya from GIJ) in the poster is to welcome students back to campus which is boldly written. However, she employs Hyland's (2005) engagement strategy 'reader pronoun' (you) in establishing some kind of connection between her and the general student body. The strategy here is to draw in the public (students) and show some solidarity with them. However, the political ideology and intents espoused by the student are not far-fetched. These are expressed in three ways in the poster. First, her concise political message and vision are captured in the words 'the GENDER agenda'. The student makes it clear that her agenda or manifesto is to champion issues concerning gender which is cleverly foregrounded and comes in capital letters. In the same poster of 'welcome', the student clearly advertises the political position she aspires to hold in campus elections and this is also boldly captured in the statement 'SRC WOMEN'S COMMISSIONER hopeful 2016. In so doing, she announces to the entire student body her readiness to contest for that position. Finally, she provides all her contacts including phone number and all social media contacts such as twitter address, Facebook, email and Instagram. These social media platforms are very

popular with students and the intention here is to extend her political intents even beyond the poster in which she advertises her ambitions. Thus, in deconstructing the language of 'welcome' on the poster which ostensibly is supposed to be the central message, the student cleverly throws in her political and ideological intents. This is done to manipulate students to identify with her and vote for her in any upcoming campus elections. As Van Dijk (2006) mentions and corroborated by Rozina and Karapetjana (2009), manipulative discourse occurs when the recipients are unable to understand the real intentions or to see the full consequences of the beliefs or actions advocated by the manipulator. This is manifested in the creation of 'updated texts in slogans, application of catch phrases… the connotative meanings of words and a combination of language and visual imagery'. Whilst the apparent communicative purpose is to 'welcome' students back to campus, the real intention was for the student advertiser to make clear her ideological and political inclinations and ambitions via the poster. She does this by stating her manifesto, declaring to contest a specific student-leader position (Women's Commissioner) and providing various contacts (phone number and social media communication) which would enhance further engagements with the students as she pursues her ideological and political position. All this information cover a wider space on the poster and appear to overshadow the statement of welcome put up on the poster.

Figure 2: 'Welcome' Poster at UG

The content of the next poster looks even more manipulative. Yes, it is true that the candidate indeed welcomes the entire student body back to campus, even going one step further in offering them a piece of advice to stay focused on their academic journey, it is evident that there is more to just the message of welcome. For example, the candidate boldly displays his ambition of becoming the next University of Ghana SRC President and this is conspicuously captured in the enclosed message: UG SRC'19 PRESIDENTIAL HOPEFUL. That is not all. He creates a slogan preceded by the hashtag **# Make the SRC Great Again**. Certainly, this is a political allusion to the prime message of the current president of the United States of America, Mr. Donald Trump who campaigned and won the 2016 Presidential elections of the United States on the ticket of the Republicans. Alluding to the main campaign message of the current US President, this candidate presents similar message to his colleagues ostensibly to assure them that if they vote for him he would surely make the University of Ghana SRC 'great again'. Thus, whilst the seemingly obvious intention of the poster is to welcome students back to campus, the latent and more important reason for the candidate is to make a political capital out of the poster by openly announcing his candidature to the upcoming SRC elections of the University of Ghana.

Thus, through the conduit of the welcome message, the aspiring student-leader cleverly packages the rest of the message in such a way that the focus serves his interest more than the student body. This is achieved through manipulative use of language and typography of the text.

Again, the content of the poster in figure 3 follows similar pattern as the earlier one. It involves the portrait of the student-advertiser which covers a greater portion of the space available for the poster and captures her name which is boldly written in a manner that makes it easily noticeable even from a distance. Also, the aspiring student- leader in the poster makes use of engagement strategies like reader-pronoun as a way to draw in the reader/public into the discourse. For example in the third poster (figure 3) the aspiring student-leader not only welcomes all students back to campus but goes ahead to wish them a fruitful semester: 'Have a fruitful Semester'. This statement comes with an ellipsis of the second person plural pronoun 'You'. Thus, the statement 'You have a fruitful semester' is meant to connect the aspirant with the general student population and establish the fact that she shares in their concerns and welfare. Even though she does not overtly

state the position she aspires to contest for, she does so subtly by providing her Facebook contact as well as phone number that will engender further interactions with the students regarding campus politics as seen in the figure below:

Figure 3: 'Welcome' Poster at UPSA

CONCLUSIONS AND IMPLICATIONS

This study set out to deconstruct the language of 'welcome' in order to reveal the ideological elements contained in the posters and banners. CDA and genre analysis based on the analysis of data, three key findings emerged in relation to the research questions. First, data from the present study showed a particular pattern of engagement used by the aspiring student leaders on the posters. This involves name and image of the participants on the poster which was a constant feature occurring in 100% of all the discussions thus becoming a fully obligatory feature. Besides, the participants in the poster gave 'welcome' messages, advertised student-leader positions they are contesting and provided their contacts (mobile phone and social media) to further extend the discourse. These were generally highly optional and

occurred in over 72% in all the discussions. The second major finding was that the participants in the poster-used reader pronoun 'you' as an engagement strategy quite effectively to reach out to the intended audience (students) and involve them in the discourse. This was intended to make them feel important and establish the point that the prospective student-leader cared about their welfare. Finally the study deconstructed the language of welcome used by the aspiring student leaders by indicating how they used the language of welcome as a cover to establish their own ideologies and political ambitions. This was made possible through the discursive realization of the student-leader positions advertised and the personal contacts they provided in the content of the posters. These actually belie the true intents of the posters instead of the ordinary phatic communication they appear to convey. These findings have implications for students who wish to vie for positions in future campus politics and by extension national politics.

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REDUCING COPYING AND COPYRIGHT INFRINGEMENT: THE CASE OF GHANA INSTITUTE OF JOURNALISM

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ABSTRACT

The paper researched copying and copyright infringement among students at the Ghana Institute of Journalism. The quantitative research used a questionnaire to conveniently collect data from two-hundred (200) level 400 students. The Reference Librarian of the University was also interviewed to supplement data collected from the students. Analysis of the data revealed that even though majority of the students are aware of the Copyright Law, infringement of the law still exists among students. This phenomenon has been attributed to the unavailability of the information resources on the market. The expensive nature of some of the information resources have also been identified as a reason for photocopying, which makes it cheaper in acquiring the material. It was also found that the Institute has a guideline for referencing information sources. Besides the referencing guideline handbook, students of GIJ are given some education on Copyright issues by the Library. It is visible from the study that GIJ has measures in place to protect intellectual property among students. Students proposed severe punishment for those who infringe the law. Students proposed punitive measures such as the cancellation and deduction of marks from their overall score obtained from an assignment or an examination. The paper suggests continuous education among students and reprographers on campus about copying and copyright.

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Key words: Copying, Copyright Infringement, Ghana Institute of Journalism

INTRODUCTION

The use and reproduction of information resources protected by copyright laws is much to be desired in the age of technology explosion. Students, lecturers, librarians and other information users and creators have access to information resources from remote areas due to the availability of the Internet. Tertiary institutions in Ghana including the Ghana Institute of Journalism provide computers connected to the World Wide Web for students and faculty members to search for scholarly information from varied databases and search engines. Students and lecturers in our campuses use both electronic and print resources such as books, newspapers, audio, videos, journal articles, past examination papers, thesis or dissertations and other information resources in teaching, learning and research on daily basis. These information sources are so important in the lives of students and lecturers that they cannot do without them in their roles and responsibilities as learners, lecturers and researchers. However, these information resources are created by authors, actors, and musicians, that is, they have owners. In using these information sources, their creators must not be forgotten, there should be a balance in copying and protecting original creators' ideas.

Authors of these print and electronic resources are motivated to create or write more when their works are protected by Copyright laws and acknowledged by information users. An unprotected work is more likely to be copied and redistributed at an inexpensive cost. Researchers propose that the tension between creators of information and users of the information resources is comparable to war (Shachaf & Rubenstein, 2007). Authors are disheartened when they earn nothing out of their hard work but rather profit the persons in charge of reprographic services and users. In view of this, Neal (2013) contends that "librarians must be at the frontline of the intellectual property wars".

According to Lessig (2001), the most prevalent copyright infringement involves unlawful book reproduction. Photocopy machines abound in all tertiary institutions in Ghana and the Ghana Institute of Journalism is no exception. There are instances where reprographers allow students or

lecturers to photocopy a whole book or the most salient parts of the book. This can occur due to ignorance of the copyright law or selfish attitude of the reprographer and the misuse of the term 'fair use'. Fair use is the right to use copyrighted material without permission or payment under some circumstances, especially when the cultural or social benefits of the use are predominant (Association of Research Libraries, 2012). Suzor (2014: 160), however, mentions that whether a person will oblige with the provision of 'fair use' is a function of their own self-interest, their trust that others will reciprocate, and the complex patterns of social norms that structure and construct their interaction. Hence, copyright is considered necessary because some users of information resources are generally perceived to be 'free-riders.' This idea about Copy-right stems from Hardin's *Tragedy of the Commons* which asserts that without private incentives, persons are likely to free-ride rather than contribute to the preservation or provision of public goods (Hardin, 1968). This study, therefore, sought to address the following critical objectives:

- To find out whether information users at the Ghana Institute of Journalism are aware of the Copyright Law.
- To find out the role of librarians at the Ghana Institute of Journalism in protecting the Copyright Law covering information creators, the information resources and users of information resources.
- To find out measures put in place by the Ghana Institute of Journalism in protecting intellectual property among students and lecturers.

What is Copyright?

Copyright is a branch of the family of intellectual property rights (Intellectual Property Law is that 'area of law which concerns legal rights associated with creative effort or commercial reputation and goodwill' (Bainbridge, 2007: 3). Copyright is the sole right granted to the author or creator, to copy, produce, distribute, perform, translate, adapt or arrange a work in any material form whatsoever (Bell & Parchomovsky, 2015). Fishman (1996) opined that copyright is a legal means which provides the creator of a work of art or literature, or a work that conveys information or ideas, the right to control how the work is used. In other words, copyright is a security for a creator that he or she has legal rights to inhibit the use of his material without fair

reward. According to Davidson (2000), copyright incorporates a bundle of rights for the author, comprising the right to copy, make alterations, perform or broadcast the work and have exclusive ownership. Bainbridge (2007: 27) states that "if a person performs one of the acts restricted by copyright without the permission or license of the copyright owner, the latter can sue for infringement of his copyright and obtain remedies such as damages and injunction."

Each country has its own copyright laws. The Copyright Law of Ghana covers literary, artistic, and musical works (Copyright Act, 2005). The Copyright Office is responsible for the administration of Copyright in Ghana. The law indicates that the rights of the author are protected during the life of the author and seventy years after the death of the author. Where a work is co-authored, the rights of the author referred to are protected during the life of the last surviving author and seventy years after the death of that author (Copyright Act, 2005). According to Asamoah-Hassan and Bannerman (2010), the following are some major stakeholders of copyright in Ghana:

- Musicians Union of Ghana (MUSIGA)
- Association of Phonogram Industry
- Ghana Association of Record Manufacturers
- Ghana Actors Guide
- Film Video Producers Association of Ghana
- Ghana Association of Writers
- Ghana Book Publishers Association
- Film Video Distributors Association of Ghana
- Reprographic Rights Association of Ghana

If something is protected by copyright, libraries cannot legally make it available to the public in any form other than the original. "For a work to be copyrighted it must be original and it is the expression of the idea that is protected not the idea itself" (Duncan, 2014). The copyright law provides also that authors may transfer their rights to publishers in order to bring their works to the market (public access). Generally, there are actually three groups in the copyright issues, that is, creators who are given legal rights under the copyright law, publishers who have legal rights by transfer, and users (or institutions such as libraries and schools) who have legal rights

through exceptions and limitations to creators' rights (Henderson, 2006). According to Cornish (2004), the benefit of copyright laws is the continued growth of writing, performing and creating. Without copyright protection, there would be little motivation or incentive for people to create anything, as others would be able to take the work and use it in any way they wanted.

However, creating balance among users, creators and publishers is one significant role of the copyright law. Duncan (2014) mentioned that if publishers' rights were too strong, authors and creators might know, appropriately be compensated for their labours. On the other hand, in situations where authors' or owners' rights are too strong, public access could be hindered through controlling of prices or other monopoly-like practices. Undeniably, the protection of the authors' effort is contained in the Universal Declaration of Human Rights, article 27(2), "Everyone has the right to the protection of the moral and material interest resulting from any scientific, literary or artistic production of which he is the author'' (Steiner & Alston, 2000: 380).

What is 'Authorised or Fair Use'?

An important part of copyright law is the Fair Use Doctrine. According to the Copyright Act in Ghana (Copyright Act, 2005), copyright- protected works can be used for certain purposes without prior permission from the authors, or the acts considered as violation of the authors' rights. It was intended to balance the rights of a work's creator with the work's possible use to society, as well as free speech rights. Fair Use permits the reproducing, copying and printing of copyrighted works, without obtaining authorisation, mainly for these reasons or purposes: criticism, comment, news reporting, teaching, scholarship, and research (Ballard, 2011: 2). The following four factors must be considered when determining if the use or duplication of a work is legal:

Authorized or 'fair use' of Copyrighted works are as follows:

1. A library with activities that are not for profit may, without the authorization of the author of copyright, make a single copy of the work by reprographic reproduction.

2. A reprographic reproduction may be made when the work reproduced is a published article, other short work or short extract of a work and where the purpose of the reproduction is to satisfy the request of an individual.

3. The library shall ascertain that the copy is to be used solely for the purpose of study, scholarship or private research.

4. The copy is made in order to preserve or replace a copy which has been lost, destroyed or rendered unusable in the permanent collection of similar library or archive if it is impossible to obtain the copy under reasonable conditions.

5. Where a library requires more than a single copy of a work by reprographic reproduction, the permission for this shall be obtained from the author, other owner of copyright or from an appropriate collective administration society authorized by the publisher.

Conventionally, the copyright system is mainly meant to balance the need to protect the work of creators while users gain right to access information (Duncan, 2014). However, the Ghana Copyright Act makes it so rigid that there is no fairness in the term 'fair use'. A library with activities that are not for profit may, without the authorization of the author of copyright, make a single copy of the work by reprographic reproduction. Where a library requires more than a single copy of a work by reprographic reproduction, the permission for this shall be obtained from the author, other owner of copyright or from an appropriate collective administration society authorized by the publisher. This is indeed problematic for libraries and librarians. At times, the librarian is torn between providing access to the information for users and protecting the owner of the copyrighted document. The authors are of the view that if libraries are allowed to make three or four copies, it will be easier to educate library users how to copy fairly than when there is only one copy of a book that is out of print or very expensive to acquire. What happens between the user and the photocopier operators nobody knows.

The rigid nature of the fair use in the Ghana Copyright Act does not overrule the importance of copyright. Bainbridge (2007) further mentions that the intellectual property law deters others from copying or taking unfair advantage of the work or reputation of another and provides remedies should this happen. According to Tetteh and Apronti (2015: 30), "Copyright promotes creativity and originality among authors by ensuring that writers do not reproduce others' works without permission." Suzor (2014: 143) states that the "common utilitarian justification for copyright is that it is a tax on readers for the purpose of giving a bounty to writers". Suzor (2014: 44) further

suggests that the "role of copyright is not to provide authors with incentives to create but to provide incentives for capital." Copyright enables producers, writers and authors to sell products of their intellect to the public and recoup their costs of production. Copyright accordingly enables producers to invest the resources necessary to fund new productions, or the chance of being successful (Suzor, 2014).

Awareness of Copyright Law among Tertiary Institutions

Creating awareness of copyright laws among users of information resources has been found by Aboyade, Aboyade, and Ajala to be essential in reducing copying and copyright infringement in tertiary institutions. Trosow (2013) notes the significance of copyright literacy, primarily of user rights and exceptions, for the purpose of avoiding "serious [copyright] rights accretion that only becomes more difficult to reverse over time" (Trosow, 2013: 215). When the academic community lacks understanding of the copyright law, there is the tendency that copyrighted materials will be used inappropriately. Hence, the need to constantly educate or remind information resource users about the dangers of copying wrongly.

In a study conducted by Aboyade, Aboyade and Ajala (2015) which sought to find out the perception of Nigerian copyright law vis-à-vis its abuse in relation to published works, the stratified and simple random sampling techniques were used to select 800 students and teachers in Federal Universities in South-West Nigeria for the study. The study found that both teachers and students photocopied copyrighted materials for reasons rather than for personal use. The study further found that majority of the respondents feigned ignorance of the knowledge of copyright. The study recommended that the Copyright Commission of Nigeria should vigorously educate students and lecturers on the grave implications of the abuse of copyright law through workshops, seminars and conferences.

In most parts of Africa, laws enacted are not complied with though the people may be aware. The only way they work is when agencies are set up to strictly ensure enforcement. An investigation conducted by Tetteh and Apronti (2015: 39) to examine the extent to which library users in tertiary institutions in Ghana are aware of the Copyright Law revealed that most library users at the Methodist University College Ghana, University of Cape Coast, Central University College, University College of Education, Winneba

and the University of Ghana, Legon are aware of the Copyright law and the consequence of violating the law, yet compliance with the law is low.

There is the temptation for lecturers, students and even librarians not to fully adhere to the copyright laws due to financial constraints in purchasing these information resources. A typical scenario is where a library of over 6000 users purchase a single copy of a book. You can imagine what will happen to this book. The tendency to copy will be too high. Garwe (2014 :76) confirmed that the causes of book piracy are poverty, book scarcity and ignorance of the copyright laws. Garwe (2014: 72) states that the 'impact of book piracy was positive as far as the beneficiaries were concerned but had debilitating effects to the copyright owners'.

Copyright and the Role of Librarians in Tertiary Institutions

Academic libraries play important roles in the activities of Universities as they support teaching, learning and research. Copyright laws concern academic and research librarians because academic libraries deal with creating, accessing, preserving, displaying and providing access to systems of knowledge and copyrighted information resources. The role of the library makes the librarian a complier and enforcer of copyrights law at the same time. This makes it very challenging as sometimes the desire to provide information for users makes librarians forget about protecting the rights of the copyright holder. Garwe (2014: 74) found that librarians, most students, their parents and teachers in Zimbabwe see copying of intellectual properties in a positive light. Copying, according to these groups, provides access to content, since books and other intellectual resources are generally expensive and unavailable on the market.

In a comparative analysis of libraries' approaches to copyright, Shachaf and Rubenstein (2007) compared the extent to which libraries comply with ethical guidelines and copyright laws in Israel, Russia and the United State of America. It came to light from the study that countries create and monitor intellectual property rights and desire international copyright harmonization but library compliance with copyright laws and ethical guidelines are rare.

Tetteh (2014) examined the level of copyright awareness in educational institutions from the context of Kwame Nkrumah University of Science and Technology (KNUST) and found that both students and lecturers in KNUST are aware of the Copyright law and it implications. It was however, revealed

that 42% of respondents do not acknowledge authors and sources of information resources they consult. Out of the 500 students used for the study, 275 (55%) did not either use proper referencing styles or have no idea about the different formats for providing credit to sources of information in their papers and other academic assignments. This is not only peculiar to these institutions as it permeates in almost all the tertiary institutions in Ghana.

It is in situations like this that academic librarians should demonstrate their mastery in information literacy skills and educate the academic community on how to use information ethically to avoid plagiarism. Garwe (2004) advocated that, librarians in higher educational sectors could contribute to the reduction of book piracy by focusing first on their academic staff and students and ultimately by the whole nation through ripple effects. These ways include awareness, advocacy and enforcement of copyright laws; revitalisation of libraries as well as encouraging curriculum inclusiveness.

METHODOLOGY

The study used the quantitative approach of research method but supplemented with qualitative data collected from the Reference librarian who mostly has direct contact with the students as part of her work schedule. The sample for the study was conveniently drawn from two-hundred (200) level 400 library users. It is assumed that the level 400 students being in their final year have stayed long enough at the Institute to have used varied forms of information resources and can respond appropriately to the questions. Questionnaire was used to collect data from the final year students. The quantitative data was analysed with the help of the Statistical Package for the Social Sciences (SPSS) while the qualitative data from the interview was analysed using the Thematic Content Analysis (TCA).

Objectives and Results

- To find out whether information users at the Ghana Institute of Journalism are aware of the Copyright law.
- To find out the role of Librarians at the Ghana Institute of Journalism in protecting the Copyright law covering information creators, the information resources and users of information resources.

- To find out measures put in place by the Ghana Institute of Journalism in protecting intellectual properties of authors among students and lecturers.

Awareness of the Copyright law by students

Table 1: Have you ever photocopied a book?

	Frequency	Percentage
Yes	82	41%
No	116	58%
No response	2	1%
Total	200	100

Out of the two hundred level 400 students sampled for the study, one-hundred and sixteen, representing 58% indicated that they had never photocopied a book in the course of their study at the Ghana Institute of Journalism. This may be as a result of the education on plagiarism and copyright undertaken by both lecturers and librarians of the Institute. Eighty-two (41%) respondents however admitted ever photocopying a book in the course of their study at the Ghana Institute of Journalism.

Table 2: Reason for Photocopying an information resource

	Frequency	Percentage
Needed it for my exams	52	26%
We were forced to buy	36	18%
The original copy was expensive	40	20%
Research purpose	34	17%
Unavailability of original copy to buy	38	19%
Total	200	100
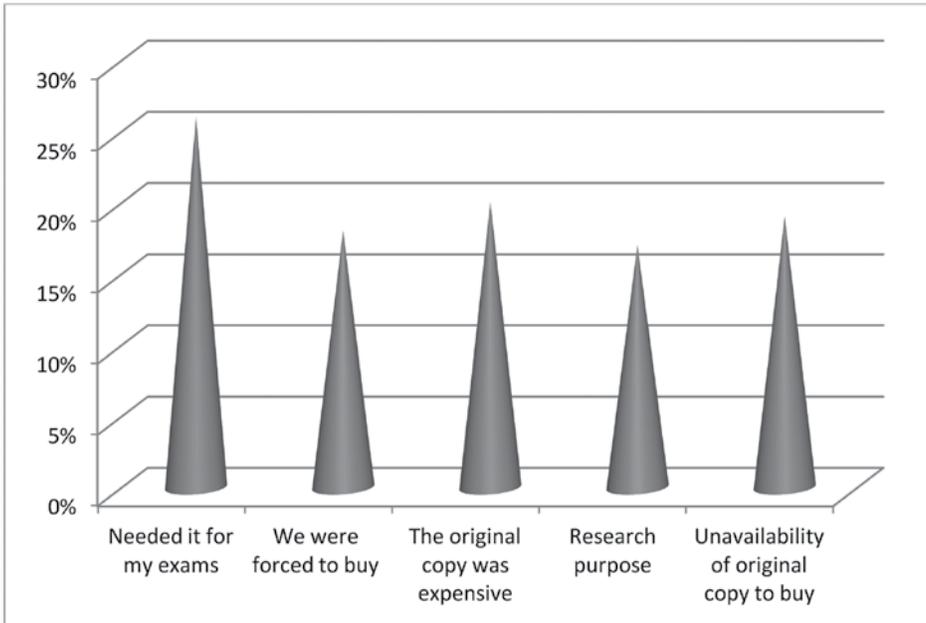
The researchers sought to find out the reasons why students photocopied books and other information resources. Fifty-two (26%) of the respondents photocopied textbooks because they needed the information resource for their exams. Forty (20%) of the respondents could not afford buying the original copy of the books they photocopied because they said the books were expensive. Some thirty-eight (19%) students indicated that the original copies of the books they photocopied are not available to buy, while 36 (18%) of the students also said they were forced to buy photocopied materials by their instructors. Thirty-four (17%) of the respondents also photocopied books for research purposes. These responses are in line with the findings of Garwe (2014) that the causes of book piracy are poverty, book scarcity and ignorance of the copyright laws.

Table 3: How often do you buy photocopied books or materials in the course of your study in GIJ?

	Frequency	**Percentage**
Daily	22	11%
Weekly	102	51%
Monthly	74	37%
No response	2	1%
Total	200	100

Participants were asked how often they photocopied or bought photocopied materials in the course of their study in GIJ. Out of the two-hundred respondents, one-hundred and two (51%) indicated that they photocopied on weekly basis, while seventy-four (37%) of the students indicated that they photocopied monthly. Twenty-two respondents also indicated that they photocopied daily. Two students however did not respond to the question as shown in Table 3 above.

Table 4: Are you aware of the copyright law governing intellectual properties in Ghana?

	Frequency	**Percentage**
Yes	132	66%
No	66	33%
No response	2	1%
Total	200	100

Table 4 above sought to find out whether students are aware of the copyright law governing intellectual properties in Ghana. Majority 132 (66%) of the respondents responded in the affirmative. However, sixty-six (33%) of the respondents said they are not aware of the copyright law governing intellectual properties in Ghana. This confirms the study of Tetteh and Apronti (2015) when they found that most library users at the Methodist University College Ghana, University of Cape Coast, Central University College, University College of Education, Winneba and the University of Ghana, Legon are aware of the Copyright law and yet compliance with the law is low.

Table 5: Does the Ghana Institute of Journalism have guidelines which educate students on plagiarism?

	Frequency	Percentage
Yes	104	52%
No	40	20%
I do not know of such guideline	56	28%
Total	200	100

Table 5 above indicates responses given by students when they were asked whether the Ghana Institute of Journalism have guidelines which educate students on plagiarism. One hundred and four students said **yes**, while fifty-six of the students said **I do not know of such guideline.** Forty of the students also indicated **no**, meaning the Ghana Institute of Journalism has no guidelines which educate students on plagiarism.

Table 6: How often are you educated or reminded of plagiarism and its consequence at the Ghana Institute of Journalism?

	Frequency	Percentage
Every semester	100	50%
Every year	24	12%
In my final year	16	8%
Never	28	14%
Almost every day	20	10%
Not frequent	12	6%
Total	200	100

Half 100 (50%) of the student respondents indicated that they are educated or reminded of the copyright law governing intellectual properties in Ghana every semester. Twenty-eight (14%) of the students however, indicated that they had never been educated or reminded of the copyright law governing intellectual properties in Ghana. Twenty-four of the students also said they are educated or reminded every year about the copyright law governing intellectual properties in Ghana, sixteen students said they were educated in their final year at the Ghana institute of journalism, while, twenty also

indicated that almost every day, they were reminded or educated. Twelve students representing 6% of the student participants were of the view that they were not frequently educated or reminded of the copyright law governing intellectual properties in Ghana.

In an interview, Adjei-Kuffour (personal interview, 2018, April 20), the Reference librarian of the Ghana Institute of Journalism, revealed that there is no specific department responsible for educating students on copyright at GIJ however, the Library and some individual lecturers do educate the students on plagiarism.

Punitive measures at GIJ to deter plagiarism among students

Table 7: Punitive measures at GIJ to deter infringement of the intellectual property law in Ghana among students

	Frequency	**Percentage**
There are no punitive measures	38	19%
Cancellation of paper	64	32%
I do not know of any punishment	68	34%
Deduction in marks obtained	30	15%
Total	200	100

The above Table 7 shows responses given by students when the researchers sought to find out whether there are punitive measures at GIJ to deter infringement of the intellectual property law in Ghana among students. Majority (68) of the students representing 34% indicated that they do not know of any punishment, while sixty-four representing 32% of them said students who infringe on the intellectual property law in Ghana will have their papers cancelled. Thirty-eight representing 19% of the students also think there are no punitive measures to deter students from infringing on the intellectual property law in Ghana. Thirty of the students however said students who infringe on the intellectual property law will have marks deducted from their overall score obtained from an assignment or an examination.

Adjei-Kuffour (personal interview, 2018, April 20) stated that the Institute has a citation handbook/guide in the Library which has a portion mainly on plagiarism. Lecturers have also been given copies of the citation handbook.

Adjei-Kuffour (personal interview, 2018, April 20) further said the English department course outline for students has a whole topic on plagiarism. The citation guide or handbook is designed to inform the GIJ community about the problems of plagiarism and how to cite or copy without being accused of plagiarism.

Table 8: Where students seek help with issues related to referencing

	Frequency	**Percentage**
Library	70	35%
Lecturers	14	7%
Colleagues	16	8%
I have a referencing guide/book	20	10%
Internet	80	40%
Total	200	100

Students had varied views as to where they sought help with issues related to referencing.

Eighty of the students said they had help from the Internet, whiles seventy said they got help from the library with issues related to referencing. Twenty of the students however indicated that they have a Referencing Guide or book from which they got help. Sixteen of the students relied on their friends whiles fourteen relied on their lecturers for help with issues related to referencing.

Table 9: How conversant are you with referencing information resources you use for your assignments?

	Frequency	**Percentage**
I have no idea	26	13%
I am conversant	88	44%
I am very conversant	62	31%
No response	24	12%
Total	200	100

This section found out how conversant students are with referencing information resources they use for their assignments. Majority 88 (44%) of the respondents said **I am conversant** with referencing information resources used for their assignments, while sixty-two (31%) out of the total respondents said **I am very conversant.** Twenty-six (12%) of the respondents said they **have no idea** about referencing information resources and 24 (12%) did not respond to the question.

Table 10: Do you require further education on copying and copyright?

	Frequency	Percentage
Yes	128	64%
No	64	32%
No response	8	4%
Total	200	100

Table 10 above enquired from students whether they require further education on copying and copyright. Majority (128) responded in the affirmative, while sixty-four responded in the negative. However, eight of the participants did not respond to the question posed.

Table 11: GIJ students' opinion about photocopying intellectual properties

	Frequency	Percentage
I do not see anything wrong with it	44	22%
Provide more library books to end photocopying	52	26%
Books must be affordable	48	24%
It is wrong to photocopy	56	28%
Total	200	100

Table 11 displays students' opinion about photocopying intellectual properties. Majority (56) of the students said it is wrong to photocopy others intellectual properties without permission or acknowledging them. Fifty-two of the respondents think the library should provide more books to end photocopying while, 48 also think books should be made affordable for students. However, 44 students think there is nothing wrong

with photocopying others intellectual properties without permission or acknowledging them.

Table 12: Suggestions to reduce infringement of Copyright law among students

	Frequency	Percentage
Constant education	92	46%
Severe punishment	26	13%
Strict rules	40	20%
Increase library resources	42	21%
Total	200	100

As shown in Table 12 above, students suggested ways to reduce infringement on the copyright law. Almost half (92) of the respondents representing 46% said constant education on the Copyright laws and its repercussions would help reduce the infringement of the law among students. Forty-two (21%) of the respondents also suggested that information resources in the library should be increased to meet the pressure and demands of the students while, some 40 (20%) students also think there should be strict rules concerning students copying others intellectual work. Some 26 (13%) students suggested severe punishment for those who infringe on the Copyright law.

Intermittently, librarians give instructional sessions on plagiarism to students during orientations. Final year students are also educated by library staff and lecturers on how to ethically use information when they are about to write their project works. Again, anytime lecturers and students borrow materials, guidelines are given to them on how to copy fairly.

DISCUSSION

Awareness of the Copyright law by users of information at the Ghana Institute of Journalism

Even though the study showed that majority (66%) of the students are aware of the Copyright Law as shown in Table 4, infringement of the Copyright law still exists among students at the Ghana Institute of Journalism. This

phenomenon has been attributed to lecturers coercing students to buy photocopied learning materials. The expensive nature of some of the information resources have also been identified as a reason for photocopying which makes it cheaper in acquiring the material. The unavailability of some of these information resources have also been cited as the course of photocopying among students. Even though it was evident from Table 1 that majority of the students at GIJ do not rely on photocopied materials, the percentage that agreed to ever infringing on the Copyright law is alarming (41%). From Table 3 it can be seen that 51% of the students infringe on the Copyright law on weekly basis.

The role of librarians at the Ghana Institute of Journalism in protecting the Copyright law covering information creators, the information resources and users of information resources.

From Table 5, majority (52%) of the students agreed that the Ghana Institute of Journalism has guidelines which educate students on plagiarism. This guideline was prepared by the Richard McMillan library which serves the information need of the University community. Again in Table 8 some students indicated that they seek help from the library with issues related to referencing or acknowledging authors. In Table 9 most students indicated that they are conversant with referencing information resources they use for their assignments. It is therefore disturbing the rate at which authors rights are infringed upon by these students. There is no doubt some students are calling for severe punishment (13%) for those who infringe on the Copyright Law as can be seen in Table 12. Even though it is evident from the interview granted by the Reference librarian and from Table 6 that students of the Ghana Institute of Journalism are given some education on Copyright issues, there is a need for more to be done in curbing the rate at which students defy the Copyright law.

Measures put in place by the Ghana Institute of Journalism in protecting intellectual properties of authors among students

It is visible from the study that GIJ has measures in place to protect intellectual properties of authors among students. Aside education, it is important that severe sanctions are given to students who infringe on the Copyright law. As proposed by some students in Table 7, students who infringe on the Copyright law should have their papers cancelled or students who infringe on the intellectual property law should have marks deducted from their

overall score obtained from an assignment or an examination. Students are calling for more education as part of the measures to curb copying without due process as shown in Table 12.

CONCLUSION

A survey of literature revealed that copyright infringement exists in some tertiary institutions across the world and is portrayed in different ways depending on the nature and interest of the individual or institution involved in the abuse of fair use provision in the Copyright law.

Institutions must ensure that authors' intellectual properties are not reproduced without permission. Librarians can be creators and users of information and are therefore entreated to serve as moderators who promote peace or maintain cease-fire between creators and users of information. Librarians in tertiary institutions especially, the Ghana Institute of Journalism should endeavour to follow their ethical guidelines and comply with copyright laws. The Ghana Institute of Journalism community should be educated on the grave implications of the abuse of copyright law through workshops, seminars and conferences. Students should properly acknowledge their reference sources and ensure the reasonable use of authors' intellectual properties.

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MATERNAL HEALTH EDUCATION AND PROMOTION: PERCEPTIONS FROM WA MUNICIPALITY OF THE UPPER WEST REGION, GHANA

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ABSTRACT

The study argues for effective integration of health education and communication strategies and their application within existing inter-related approaches to improve maternal health education in the Wa Municipality of the Upper West Region of Ghana. The study design was mainly descriptive. Systematic sampling was employed to select fifteen health facilities for the study. In-depth interviews and Focus Group Discussions (FGDs) were used to collect data. The study found that though majority (sixty-five percent) of the respondents indicated that radio discussion served as a practical strategy to improve maternal health, thirty-five percent of the respondents, however, noted that programmes on radio and television hardly used bottom-up methods to educate people, especially pregnant illiterate women. The study concludes that existing health education methods need to be strengthened through integration with bottom-up communication methods. The study recommends an integrated approach to educating pregnant women on their health in the Wa Municipality.

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Keywords: Maternal Health, Maternal Mortality, Bottom-up Methods, Health Education, Multi-stakeholder Collaboration

INTRODUCTION

In Ghana, the estimated maternal mortality ratio is 700 per 100,000 live births, which is above the official standard estimate of the world - 405 per 100,000 live births (WHO, 2010). Despite interventions such as free maternal healthcare, emergency ambulance services and public sensitization on maternal and child health in the Upper West Region, maternal mortality rate is still on the increase. For instance, the Upper West Region recorded thirteen Maternal Deaths (MDs) in 2011 and sixteen deaths from January to June 2012, with Nadowli District contributing five fatalities. However, these maternal and neonatal deaths can be prevented when the desired knowledge and skills are timely utilized (Ray & Salihu, 2004). Attempts to reduce Maternal Mortality Rate (MMR) in the region has seen adoption of some strategies and activities. The strategies adopted include procurement of medical equipment, improved emergency obstetric care, increased access to skilled birth attendants and trained health workers to improve the capacity of midwives to ensure quality maternal health care in the region (Ghana Health Service, 2012).

Though these efforts have been implemented, access to quality health care in the region is still beset with many challenges (Wa Municipality, 2011). Shortage of health workers and facilities, poor health service delivery, high cost of health service delivery, weak referral systems, cultural barriers and non-integration of health promotion strategies are some of the issues confronting health care delivery in the Wa Municipality. Efforts aimed at addressing these issues require special roles from health workers and community members, especially husbands, when it comes to the issue of pregnancy (Ghana Health Service, 2009). Galaa (2012) suggests that community involvement can improve health results as well as peoples' decisions to receive quality and safe treatment. Maternal health education has often been done through antenatal education, videos, music, and radio as well as the print media. Radio programmes and music are the main channels of communication for rural people in the Upper West Region. These are used to diffuse messages to rural folk and also serve as avenues for learning. Generally, people express and explore the values, beliefs and perceptions of the world through music (Schafer & Sedlmeier, 2010). In that regard, health promotion programmes

in the rural context depend on music as a medium to improve knowledge for healthy behaviour (Davidson & Faulkner, 2010; Hampshire & Matthijsse, 2010; Rimer & Brewer, 2015; Ryerson, 2008). However, the content of these radio educational programmes have not been effectively integrated into health promotion programmes. The Upper West Region Ghana Health Mid-Year Annual Report (2008) revealed that maternal and child health education were tackled separately.

Antenatal attendance in the Wa Municipality attracts some incentives for couples who turn up together for the exercise. These couples are always selectively and rapidly attended to in order to encourage the men to participate in caring for their pregnant wives. However, in a paternalistic society like Wa Municipality, there are doubts about how women, can get their husbands to participate in health education. This notwithstanding, progress is being made in that direction.

Cultural values, low education background and hearing impaired people, especially pregnant women can influence the choice of strategies that can be adopted to improve health promotion activities. In the Upper West Region, especially in the Wa Municipality, high illiteracy rate among pregnant women partly accounts for non-adherence to maternal health education and good health practices. Therefore, the need for practical strategies to improve maternal health education and care delivery in the Wa Municipality of the Upper West Region cannot be over-emphasised.

Though health education remains an effective tool to promote good health and to minimize or eliminate pregnancy-related complications, it has not received the desired attention (World Health Organization, 2012). For example, video clips aimed at showing the benefits of early antenatal care (ANC) and post-natal care (PNC) attendance only received support from Nadowli District in the year 2008 (Ghana Health Service, 2008). In 2008, health promotion programmes were limited to HIV/AIDS and tuberculosis education (Ghana Health Service, 2008). A variety of educational strategies, such as storytelling, sketches and videos as well as audio-visual materials are important tools used to promote knowledge, change beliefs and attitudes of the people in health promotion (Ackerson & Viswanath, 2009). This paper, therefore, examines how health education strategies can be incorporated into the existing health promotion programmes to improve maternal health education in the Wa Municipality in Ghana.

LITERATURE REVIEW

Health promotion all over the world largely depends on an understanding of knowledge, attitudes, practices, and beliefs of a particular group of people. Besides these issues, people's perception of their conditions, access to health services both spatially and economically can be barriers in the health-seeking behaviour of these people.

Hausmann-Muela et al. (2003) stated that accessibility, affordability, referral, and quality care are major factors that affect health seeking behaviour. The model adopted for this study is the Knowledge, Attitude and Practice (KAP) model of health seeking behaviour. The knowledge aspect of KAP evaluates the extent to which pregnant women's knowledge relates to societal and individual orientation and corresponds to biomedical concepts. What do the pregnant woman understand about pregnancy? Does it deviate from biomedical concepts? Measuring attitude is a complicated issue and difficult to account for through the KAP model. Attitude results from a complex interaction of beliefs, feelings and values. As such, it is important when it comes to designing a health promotion campaign such as maternal health promotion in the Wa Municipality. Though attitudes are central to understanding behaviour of individuals, it is usually difficult to elicit in a survey. This portrays a weakness of the KAP model which this study acknowledges and intends to complement with the Planned Behaviour Model. The objective of such an approach is that people do not act spontaneously when it comes to their health. So the socio-economic and cultural variables need to be understood in health promotion as these influence how people perceive their conditions and the resultant actions taken, which are usually considered within the context. In this regard, since KAP does not necessary apply to everyone, there is the need to situate the health- seeking behaviour of the women in the study area, using the Theory of Reasoned Action (TRA).

Theory of Reasoned Action

This theory focuses on factors that influence a specific intention to act or behavioral intention, which then place, theory practice and behaviour (TPB) between attitude and behaviour. The theory of reasoned action (TRA), is a model that is used to predict attitudinal and behavioural intention with the aim of developing appropriate interventions. It is one of the most influential theories when it comes to health-seeking behaviour of individuals. The theory

can explain why some pregnant women resort to other ways of attending to their health needs rather than utilising the health facilities available. The theory has several assumptions that will inform an adequate expression of the idea of health education and how it influences the behaviour of pregnant women. Theoretically, communication strategies that may result in sustained behaviour and attitudinal change to improve maternal health can be linked to TRA. Influencing pregnant women's intention and attitude requires the use of an integrated approach to educate pregnant women to adopt certain required behaviours to improve their health conditions. The integration of strategies may require special skills, unique opportunities, resources and cooperation from the public (Liska, 1984).

One may sometimes be prevented from adopting or performing a certain desired behaviour because of skills deficit, lack of opportunity or inadequate cooperation from others but not necessarily due to a voluntary decision to engage in the behaviour to adopt good health practice to improve one's health. Inadequate economic and social support from parents and spouses, absence of social independence, pressure from spouse or influential members of families, may force pregnant women to accept decisions made for them (WHO, 2003). Fishbein and Ajzen (2010) used the term "reasoned" because one's learning experience automatically influence one's intentions and behaviours. The components of persuasive targeting may appeal to enhance health education to improve maternal health care. This is because when it comes to health issues, people (especially pregnant women) will first think of the implications of their actions before engaging in a given behaviour (Ajzen & Fishbein, 1980). Individual pregnant women will normally be more rational in using available health information due to behaviour intent. In this case, behaviour intent results in what is called a positive product (Glanz, Lewis & Rimer, 2008).

Some studies conclude that the theory of reasoned action has several limitations (Godin & Kok, 1996). One of the key limitations comes from the very assumption of the theory that equates behavioural intention with the actual behaviour. In a developing country like Ghana, especially in rural settings, pregnant women may form the intention to act but are usually not free to act without limitations. So behavioural intention does not always result in an actual behaviour as the theory seems to suggest. The paper argues for the use of an integrated approach, which is facilitated by communication strategies to help in efforts aimed at reducing the incidence of maternal mortality in the Wa Municipality.

Conceptual Framework

Some inter-related variables that are critical for facilitating efforts towards the promotion of good maternal health are conceptualized in figure 1.

Figure 1: Conceptual Framework
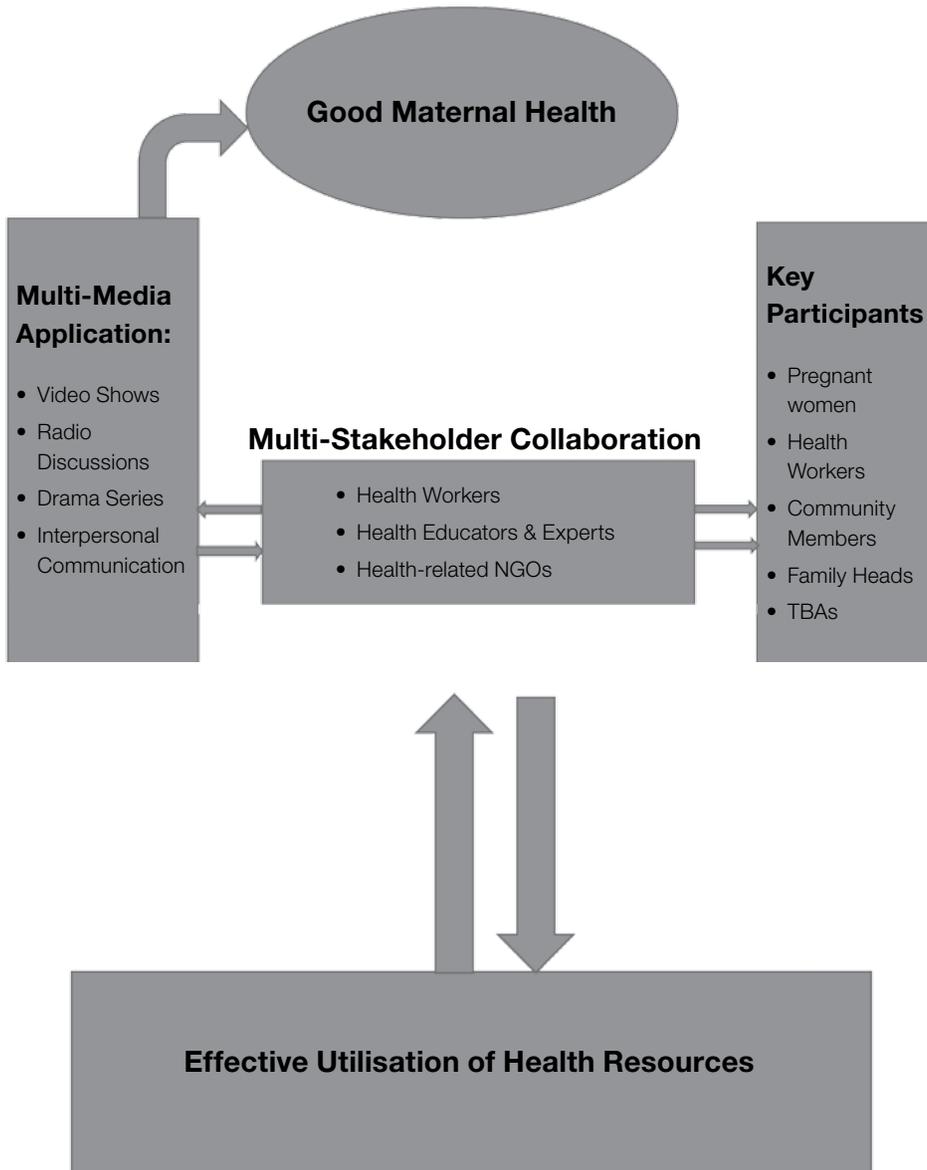
Authors' Construct, 2018

Promotion of good maternal health care and information diffusion can be realized, based on effective utilization of health resources and available opportunities. This requires a multi-stakeholder and integrated approach and active participation of stakeholders, such as health workers, health educators, Traditional Birth Attendants (TBAs), Community Health Volunteers and non-governmental organisations (NGOs) in tandem with key participants. Such an approach can pave the way for preparing pregnant women towards a desirable attitudinal change to take control over the determinants of their health, which would ensure good maternal health care. A multi-media approach through the use of radio shows, drama series, and interpersonal communication and community fora involving key participants such as pregnant women, health workers, TBAs and family heads can offer pregnant women additional learning opportunities to enable them adopt good health practices.

METHODOLOGY

The philosophical underpinning of the study was that of interpretivism. This approach afforded the researchers the opportunity to do a systematic analysis of socially meaningful actions through a number of qualitative techniques of gathering data such as observation, Focus Group Discussions (FGDs) and in-depth interviews. For this study, Focus Group Discussions and in-depth interviews were the basic techniques used for data collection. There were six focus group discussions held with varying numbers in each group. These included nurses in the selected health facilities, pregnant women, community health volunteers, spouses, the Health Promotion Unit of the Ghana Health Service, and representatives from the media houses in the Municipality. Two groups were made up of eight (8) members while the remaining four groups comprised twelve (12) each. Among the issues addressed to the groups included: the sources of information on maternal health, modes of communicating issues related to maternal health, efficacy of the identified modes of communication, ways of integrating these modes of communication into the existing education programmes, and the benefits of the integration of the identified strategies with the existing educational programmes to the individual and the community at large. The import was to understand how these pregnant women in the various communities accessed information concerning their health and how they practically managed the information that is relevant to them in their conditions.

The in-depth interviews were conducted with the following people: The Municipal Director of Health Services, pregnant women, spouses, community elders, community health volunteers, TBAs and some selected nurses at the health facilities. These people were selected because of either their special knowledge on the issues under consideration - maternal health education and promotion within the traditional settings or as stakeholders in the health of pregnant women.

The nature of the study required that two samples had to be taken. The first sample was at the institutional level where 15 out of 30 health facilities were systematically selected in order to minimise bias. The selected facilities were: Kpong, Nyagri, Kambali, Mangu, Charia, Bamahu, Wapaani/Market, Kabanye-Urban Centre, Kperesi, Konta-North, Wa Secondary School, Busa, Gbegru, Nakore/Changsaa and Sawaaba health facilities. The second sample comprised individuals within the institutions and various groups, who were purposively selected for the in-depth interviews. The overall number of respondents was 87.

Secondary data were obtained from relevant documents on the study. Other seminal documents were also obtained from some institutions such as Wa Regional and Municipal Health Directorates as well as from the sampled health facilities within the Wa Municipality.

FINDINGS OF THE STUDY

In terms of the modes of communication, the study found that thirty-four percent (34%) of the respondents indicated that interpersonal communication was the most effective perceived approach that can be used to influence the behaviour and attitudes of pregnant women towards improving their own health. This paper, therefore, argues that interpersonal communication is essential for communicating maternal health information and other health-related issues, which positively influences individuals, especially, pregnant women.

At the interpersonal level, pregnant women as well as community members can discuss health issues at any public meeting grounds. Interpersonal communication does not only mean one-on-one personal conversation and counselling, but also small group discussions, consciousness-raising group discussions of facilitators, forming community organisations in multiple

meetings, interpersonal contacts with agencies providing information, and working with community development agents (Singhal & Rogers, 2002; Singhal, 2006: 726). Interpersonal communication affords participants the opportunity to utilize gestures understood by all parties. For instance, it was found that hand gestures were commonly used in the study area because respondents indicated that it was an effective way of interaction that affects behaviours positively, especially when dealing with deaf and dumb pregnant women. The respondents noted that women, especially pregnant women with low educational background, through interpersonal discussions can freely reason and directly participate in health-related discussions.

Therefore, interpersonal communication ensures trust among communicators and recipients. Thus, pregnant women feel more relaxed and comfortable due to the perceived confidentiality of this communication approach. This eventually benefits them through the improvement of their knowledge on maternal health issues.

Besides interpersonal communications as an effective approach to disseminating relevant health information at the community level, drama was identified through the FGDs as another effective local strategy that can facilitate maternal health education. The discussants argued that drama is usually developed into themes that can easily be put into songs and also told in the form of stories, which produce humour and easily catch people's attention, and thus positively affect people's attitudes and behaviour.

Therefore, drama performances on relevant maternal health issues are useful in the array of communication approaches on maternal health. According to Holdre (2007), health education given to pregnant women is of great importance to the health of the mother and the child. For instance, staging drama performances and discussing them accordingly can change some negative social and reproductive health behaviours among people, especially pregnant women within their communities. Local songs on maternal health issues can be composed and sung. During a FGD session, a female opinion leader argued that: Through practical health education such as songs and health durbars, we have been educated on myths that prevented us from seeking early treatment and eating nutritional foods like eggs during pregnancy. So maternal and child health related issues have improved in this community.

It was also revealed by the study that radio and cinema discussions were effective strategies for maternal health education. Participants observed that these strategies are entertaining, participatory and take into account the culture of the people. Alumuku (2006: 13) notes for instance, that community radio can play a key role in shaping development outcomes in Africa. These strategies encourage active community involvement which is an important aspect of maternal health care and information delivery. These help to address socio-economic and cultural factors that impede access to health care services. This affirms the view of Hatt, Chankova & Sulzbach (2009) and Galaa, Umar & Dandeebo (2015), that active utilisation of skilled birth attendants in conjunction with emergency obstetric care is widely seen as a basic strategy to prevent maternal deaths that are caused by cultural and economic barriers.

In spite of the positive appraisal given by a section of the FGD discussants on the efficacy of the modes of communicating maternal health information, another opinion by other discussants that emerged in the study was that these local strategies were not as effective as proclaimed. According to this category, the local methods are boring and have insufficient appropriate health terminologies. These methods are also regarded to be time-consuming, require good cooperation and resources to be effectively incorporated into existing strategies to deliver health information that could promote health education and improve maternal health. This view of the respondents supports Liska's (1984) argument that integration requires special skills, unique opportunity, resources and cooperation from the public.

The paper also attempts to explain ways in which maternal health communication strategies can be incorporated into existing health education strategies. The Key Informants suggested that health education programmes be designed and packaged in the local dialects, pictures and symbols for cinema, radio programmes as well as using community durbars to better educate pregnant women. It was revealed that Television (TV) could serve as a useful channel for mounting educative health programmes to improve the knowledge of pregnant women on health. It is now a common practice in the developed countries like the United States of America, Germany and the United Kingdom to dedicate TV channels for only health programmes. This affords people, especially pregnant women, the opportunity to switch onto such channels to access health information. Those with peculiar issues with their health sometimes find possible solutions to these problems without recourse to direct physician interaction.

One of the findings of the study was that the media was not responsive to the needs of particularly physically-challenged pregnant women because health programmes were not often carried out in the local dialects and through the use of gestures. Pregnant women who are illiterate or deaf and dumb are excluded from the benefits of such vital programmes.

The study noted that respondents had different opinions regarding the possibility of using the communication approaches to improve maternal health education in the Wa Municipality. Fifty-seven percent (57%) of the surveyed population indicated that radio and cinema programmes were the approaches identified, which could easily incorporate the use of local dialects, songs or jingles. Reasons advanced for such a position where that radio information or messages do cover a wider catchment area within the shortest possible time, thus making relevant information available on time. Besides, radio programmes serve as sources of entertainment that can engage people on health-related programmes. Cinema shows or programmes can be supported with the use of gestures by interpreters to effectively deliver maternal health-related information to deaf and dumb pregnant women. It was observed that exciting and attractive maternal health promotion jingles can attract the attention of the general population.

DISCUSSION

The study found that interpersonal communication, drama, health durbars and songs were the perceived strategies that could be used to facilitate maternal health education. This implies that practical health education programmes that integrate such forms of communication can better educate and communicate health-related information to the general public, especially pregnant women with low educational background, to improve their health. It was found that interpersonal communication as a strategy may not require the use of interpreters and thus ensures confidentiality. Therefore, pregnant women with special cases or illness are more likely to visit health facility or see a physician to privately discuss health-related issues affecting them and their unborn babies to improve their health. The study noted that radio and TV programmes, cinema shows and antenatal education were perceived as being capable of positively influencing maternal health. If such strategies are used effectively together with the engagement of qualified health staff, pregnant women can be educated to be more predisposed towards imbibing

information on maternal health. Subsequently, the use of radio and cinema shows and engagement of qualified and competent staff can be blended with local dialects to educate and equip pregnant women with information and knowledge that can improve their health.

It is worthy of note that jingles or songs can also help people to identify important values and beliefs that can assist them to refrain from unhealthy lifestyles. This is in agreement with the view of Schafer & Sedlmeier (2009), that people's identities, values, beliefs and perceptions of the world can be expressed and explored through music. So, a variety of practical educational strategies, such as storytelling, poster, cinema and video as well as audio-visual materials are important in health promotion, because these can improve knowledge and change attitudes and lifestyles of the people,e especially illiterate pregnant women.

The benefits of translating maternal health education strategies into practical programmes were also noted. These benefits include: reduction in maternal deaths, improved pregnant women's health, knowledge on basic maternal health care and community ownership of the health education programmes. This is in line with the view of Rifkin (1990), that local people can take ownership of projects by supporting to acquire health facilities through cash and material contributions. It can, therefore, be concluded that if local people contribute towards a project, they would take ownership of that facility. This thinking served as basis for the call by the health authorities in the Upper West Region on health workers and community members, especially husbands, to play their roles to reduce MMR and complications (Ghana Health Service, 2009).

On the efficacy of the already existing strategies, sixty-six percent (66%) of the study population indicated that they were satisfied with the outcome of those strategies. According to the respondents, the existing health promotion programmes were quite satisfactory. They emphasised that health professionals can improve communication strategies such as radio discussions and antenatal care visits to educate pregnant women. Information and Communication Technology (ICT) is also emerging as a communication tool in health care and information delivery. For instance, people communicate with health care providers to seek solution to their health challenges through the use of the internet and mobile phones.

Practical strategies like songs, folk tales, community durbars, the use of mobile phones, WhatsApp, Skype and other internet interactions are more effective and entertaining. Ackerson and Viswanath (2009) observed that a variety of educational strategies and audio-visual entertainment approaches like storytelling, sketches and videos are important tools to promote knowledge and ultimately change attitudes of the people in health promotion. Mobile technology supports health care services in relation to "accessibility, effectiveness, and affordability" (Farhaan et al., 2008). However, in Ghana, health workers, especially those in the Wa Municipality, are handicapped in their job performance due to limited technology.

The study revealed that pieces of advice and information from mothers-in-law, herbalists, aunties and aged women in the study communities were the strategies used to educate pregnant women in the past. This confirmed the findings of Kayombo (1997) that traditionally, relevant stakeholders in disseminating maternal health information, education and care in the past concerning child delivery was assisted by mothers-in-law, mothers, and aunties or sisters in-law. Notably, knowledge in health and information delivery in the study communities are passed on from generation to generation to support maternal health, despite the existence of health facilities and professionals in the Wa Municipality. This finding is supported by the theory of this study, which suggests that health promotion all over the world largely depends on good understanding of the knowledge, attitudes, practices, and beliefs of a particular group of people.

During the FGDs, a woman noted that knowledge in maternal health delivery was passed to me from my mother and I have assisted and delivered many pregnant women in my community with complications and have also been teaching women in my house how to safely deliver babies and deal with complications.

This implies that the involvement of such skilful women in maternal health education and its related activities are needed to enhance maternal health care and information delivery. In order to minimize or eradicate the risks associated with home-based health remedies to pregnant women, there is the need for innovative use of technology to reach people in their homes. As a result, the Millennium Villages Project (MVP) Ghana, in collaboration with Novartis Foundation for Sustainable Development, the Earth Institute of the Columbia University, the Ghana Health Service and Ministry of

Communication, is implementing the Ghana Mobile Telemedicine Project in the Amansie West District in Kumasi, aimed at improving the state of the health of people living in poverty and suffering from illnesses in Ghana that can be cured or prevented by better access to primary health care through the use of information, communication and technology (Akosah, 2011). Majority (78%) of the respondents supported the idea of integrating maternal health education strategies with local approaches that could improve maternal health education and information delivery. This suggests that the application of variety of strategies is important to health promotion activities. This has a potential towards complementarity of attitudes and behaviours of people aimed at improving pregnant women's knowledge on health.

CONCLUSION

Improvement in maternal health education and information delivery is important to the Ministry of Health, Ghana Health Service and development partners. Maternal health promotion in Africa needs to be given much attention if reduction of maternal deaths and complications are to be achieved in line with Sustainable Development Goal three. The study noted that most strategies adopted to enhance maternal health education and communication are top-down approaches. These approaches are delinked from bottom-up and participatory approaches such as interpersonal discussions, drama, festivals and health durbars, which if well integrated and applied can better educate, in particular, illiterate and deaf and dumb pregnant women on maternal health and child-related issues.

Even though mass media communication strategies cannot be overlooked in maternal health education and promotion programmes, it is important to underscore that there is a higher chance of changing strongly held attitudes or behaviours among pregnant women on their health if such mass media strategies are well-blended with bottom-up communication approaches.

RECOMMENDATIONS

The Ministry of Health and the Ghana Health Service need to give urgent

attention to the maternal health education programmes in the Wa Municipality in order to reduce maternal deaths and complications. This could partly be achieved through a review of the methods used in educating pregnant women in the Wa Municipality, which should be multi-pronged participatory approaches rather than unit-directional mass-mediated message diffusion on maternal health as well as the singular effort of qualified health professionals to deliver health services to pregnant women. Therefore, strategies to improve maternal health education and communication in the Wa Municipality require well-crafted and integrated communication strategies targeted at pregnant women, particularly with low educational background or illiterate as well as deaf and dumb women.

There is also the need for a national communication policy shift on maternal health education and promotion strategies to plug the gaps in communication approaches on maternal health. More innovative, participatory and integrated strategies, which are culturally sensitive and relevant for all stakeholders in the health delivery system are needed to enable Ghana to make meaningful strides towards achieving Sustainable Development goal three.

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ADAPTING BENJAMIN KWAKYE'S *THE CLOTHES OF NAKEDNESS* AS A FILM: AN ESSAY

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INTRODUCTION

This paper discusses the usefulness of adapting the novel, *The Clothes of Nakedness* by Benjamin Kwakye (1998) as a film. This adaptation is relevant because the novel presents themes, language and gender issues pertaining to Ghana and by extension Africa as a whole. The thematic issues could be relevant to other parts of the world which share similar characteristics. While values that could promote development seem to receive little attention, there is a growing tendency among the youth to watch movies and other entertainment programmes. This growing inclination among the youth could be harnessed to promote values such as those depicted in the novel analysed for this study. Feminism and feminist reception theory have been employed in this study. This essay employs text analysis and literary appreciation to analyse and discuss *The Clothes of Nakedness i*n terms of the values, characters and other literary techniques in the novel to demonstrate the usefulness of adapting the novel as a film. The title of the novel, *The Clothes of Nakedness,* derives from an Akan proverb which states that, '*Se Kwatrikwa se obe mawu ntuma-a, tie ne din'* to wit, 'If Nakedness promises you clothes, take note of his name.' The title is a satirical reference to people who pose as wealthy, yet do not have anything but rather depend ironically on the very people they claim to assist. Mystique Mysterious typifies this pauper but it also reflects the incompetence of the men in the novel who are

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supposed to support their female counterparts.

As an outline, the paper begins with the concept of adaptation and proceeds with a synopsis of the novel. The paper further discusses the Feminist theory and how it underpins the study. There is the discussion and analysis based mainly on gender and feminist theory and the language of the novel is also examined.

The Concept of Adaptation

The *Longman Dictionary of Contemporary English* defines adaptation as 'a film or television programme that is based on a book or play.' It further defines adaptation as 'the process of changing something to make it suitable for a new situation' such as 'adaptation to the environment.' It is a process that involves to 'move from the telling to the showing mode' (Hutcheon, 2006: 38). By harnessing the advantages of film as a medium of mass communication, the paper hopes that the values embedded in the novel could be disseminated through film as a medium of mass communication. By adaptation, the message in the cold novel is revitalised and communicated to diverse audience by showing the film on television and YouTube. The few reviews available seem to dwell on corruption, men addicted to alcohol and the influence of the poor by the rich. For instance, Ogunseiju (2012) observes that *The Clothes of Nakedness* portrays the relationship between the rich and the poor in urban Ghana and how the rich could influence the decisions of the poor. Ogunseiju (ibid) raises issues of corruption, manipulation of the poor by the rich and alcoholism but does not deal with the moral aptitude of the women and their industrious nature which are values worth emulating.

Obviously, the novel under review tells the story of Africa in a struggle for development while much of the labour force remains inept. The use of film as a medium of mass communication to educate and inform an audience about critical values is a step towards socio-cultural and economic development.

Synopsis of the Novel

The Clothes of Nakedness is a novel which has its setting in Nima, a suburb of Accra, and it recounts the tragedy of the major character, Gabriel Bukari. Bukari has lost his job as a driver in the employment of a wealthy merchant because he has had an affair with the daughter of his boss, Fati, which resulted in a pregnancy. Bukari and Fati are compelled to struggle through

life for survival. Their only son, Baba, who is the price for their error is a high school truant. Bukari becomes unemployed for eight months and Fati, takes care of the family single-handedly through petty trading. Being idle, Bukari joins other men daily at a drinking bar known as 'Kill Me Quick'. His companions are Kojo Ansah and Kofi Ntim. Kojo Ansah is noted for speaking little, yet 'proficient in contemplation' and drank only water and juice. Kofi Ntim, also known as Philosopher Nonsense is described as ugly and short standing below five feet, yet he is full of jokes. These men, chief patrons of Esi's pub reflect the negative characteristics of men.

Also, in Bukari's house are other men who can hardly cater for their family. There is Jojo's father and Issaka who begs Fati for a tin of sardines and snatches it away before Bukari can stop him. As the story unfolds, Mystique Mysterious, a sly fellow who poses as a rich man, joins the three men at the drinking bar and buys them drinks. He capitalises on Bukari's unemployment and desperation and arranges with Henry Denyi to hire Bukari as a taxi driver. As his commission, Mystique Mysterious demands fifteen per cent of Bukari's monthly earnings. Gradually, Mystique Mysterious ruins Bukari by taking him to public places, womanising and drinking after which he will ask the unsuspecting Bukari to pay the bills.

Meanwhile, Mystique Mysterious gives marijuana to the young men of Nima such as Dada and Yaw Cake to smoke. Later, Mystique Mysterious tries to rape Bukari's wife, Fati in his absence in the latter's room. Being a faithful wife, she resists but Bukari suspects his wife, leading to a strain in their marriage and his relationship with Mystique Mysterious. Mystique causes the taxi to be taken away from Bukari. Bukari, who is unemployed once again, resorts to drinking heavily and is knocked down by a car and dies.

Feminism and Feminist Reception Theory

Feminist theory aims at interrogating gender inequalities so as to cause changes in economic or political power imbalances. Postcolonial literature has been defined as any piece of writing which has been 'affected by the imperial process from the moment of colonisation to the present day' (Ashcroft et al., (1989: 2). It is in this light that Quayson (2000) views post colonialism as a changing complex process that must take contemporary culture into account. In this sense, post colonialism is concerned, *inter alia*, with asserting cultural identity and revising history and cultural models. As

a post-colonial text, the novel indirectly points out the inertia that hinders Africa from development. For, while the men in the novel such as Bukari, Kofi Ntim, Kojo Ansah and Jojo's father are not engaged in serious employment, the women, on the other hand, such as Fati and her fellows in the market, and Esi are frantically engaged in economic activities. The female characters are therefore prominent in the lead for the economic emancipation of Africa. This scenario is buttressed by the assertion of Clark and Manu (1990) that during the period of the Structural Adjustment programme in Ghana, with its emphasis on price incentives, there would be a subtle reliance on traders in the markets to transmit these benefits to those specific sectors whose imbalances the structural adjustment programme sought to adjust. This assumption was based on the 1984 population census which indicated that female traders constituted 89% of all persons engaged in selling activities.

Related to feminism is feminist reception theory which has been developed in media studies. Radway (1984, cited in Baran & Davies, 2009: 246) indicated that men are 'routinely presented as strong, aggressive, and heroic, whereas women are weak, passive, and dependent.' In this light, women are expected to 'gain their identity through their association with a male character' (ibid).

Women constitute a large section of the Ghanaian population and in 2014 the female population constituted 51.7 percent of the population and males, 48.3 percent (Ghana Statistical Service, 2014). According to Amu (n.d.), 'Women form almost half of the economically active population and are found in all sectors of the economy.' Besides, 'women form over 70% of the entrepreneurs involved in micro and small-scale businesses, which contribute substantially to national income. Their predominance is found in the following subsectors: trade, small-scale manufacturing and food processing' (Amu, n.d.: 20). Similar trends are seen in other African countries as noted by Snyder and Tadesse (1995). In effect, African women have contributed substantially to the sustenance of families and the growth of their individual communities; however, women have not been accorded the right recognition in their endeavours. Kwakye's construction of women's roles in his novel is thus in tandem with the findings in contemporary social research on the socio-economic role of women in Africa.

In early post-independence novels by Africans such as Achebe's *Things Fall Apart* (1958), Mariama Bâ's *So Long a Letter* (1979) and *The African*

Child by Camara Laye (1959) women are given lesser prominence than men. *Things Fall Apart* vividly illustrates the subsidiary role to which women were relegated. Derogatory terms were used to describe them; for instance, it was said that yam was a man's crop. It was not expected that a woman could cultivate yams because of the labour-intensive nature of its cultivation. Also, in *So Long a Letter,* women are reminded that their words would not carry weight unless they are educated and possess certificates. Thus, in some earlier African novels women were not assigned roles as leaders or characters who demonstrably reflected leadership.

However, Achebe in his later novel, *Anthills of the Savannah* (1988), one of the female characters, Beatrice Okoh has another name, 'Nwanyibuife,' which means 'a female is also something'. This portrays Achebe's acknowledgement of the role of females. Today, women as entrepreneurs can engage and manage labour and other mechanical resources to achieve better results.

A careful study of Benjamin Kwakye's novel, *The Clothes of Nakedness*, reveals that most of the female characters are enterprising. Generally, the feminist reception theory focuses *inter alia,* on an in-depth understanding of how audience interpret media content and the way the media are used in everyday social contexts (Baran & Davies, 2009). In the light of this, if young girls watch a film that is adapted from this novel, they may relate positively to the female characters and imbibe the values which they exude.

DISCUSSION AND ANALYSIS

Based on Fairclough (2003), in analysing the text, an attempt was made to understand 'what words or sentences or longer stretches of text mean' as well as 'what speakers' mean (Fairclough, 2003: 11). There are several reasons why this adaptation is relevant. The portrayal of women in *The Clothes of Nakedness* and the ethical values which the novel presents appear not yet to have been examined by scholars. *The Clothes of Nakedness,* which is Benjamin Kwakye's first novel, received the Commonwealth Writer's Prize for the best first book in the Africa Region in 1999, a year after its publication. Besides the values, it being an award-winning novel is one of the reasons for its selection for this study. The story is set in Nima, a suburb of Accra during the early post-independence era in Ghana. The reference to Opera

cinema depicts that period when videos were not common and the youth would often go to entertain themselves at popular cinemas such as Opera.

The language is simple and, using the third person omniscient narrator, it presents ethical values such as hard work, perseverance and honesty which are mostly exhibited by the female characters in the novel. These values could be transmitted to the youth if the novel is adapted to film as a medium of mass communication. Additionally, the adaptation will utilise the effects of television viewing on audience thereby leading them to 'make appropriate changes in attitudes or beliefs or produce the desired behavioural responses' (Severen & Tankard, 2001: 73). These values, if imbibed, could inspire the African youth to contribute towards Africa's development. The novel also presents the lack of focus, creativity and ineptitude of the male characters which serves as a warning to the youth.

Moreover, as a post-colonial text, it echoes thematic issues that pertain to the rest of Africa in its bid for development. Development is considered mainly as a behavioural concept and 'the capability to perform satisfactorily the functions appropriate to the object, such as society or institution, said to be developed' (Gyekye, 2004: 38-39). In this regard, the characters in this novel may be said to have developed if they can respond to their own needs and the needs of their society. However, in the case of the male characters in *The Clothes of Nakedness,* it is a case of ineffectiveness and resignation to fate. They are not able to think, create and respond to the needs of the society or environment. Consequently, they allow themselves to be manipulated by others, typified by Mystique, who parade themselves as rich men yet have nothing to offer.

Furthermore, films have become attractive to Ghanaian youth today and the popularity of telenovelas and Nigerians films are cases in point. It is possible therefore in adapting novels such as this current one to cultivate desirable values in the youth for development. For instance, the theme of love which dominates the scenes in telenovelas is an attractive element. The telenovela titled, *'Passion and Power'* is an example. Eladio Gòmez Luna and Arturo Montenego are both businessmen who are in rivalry for the love of Julia. Curiously, Arturo, Julia's original fiancé still loves her even though he has married another woman (www.mediaguidegroup.com). Another telenovela which thrives on the theme of love is *'Italian Bride Episode 100'.* This film is a complex plot with several love stories intertwined (www.mediaguidegroup.

com). Due to the popularity of the telenovela, one of the television stations in Ghana, the Universal TV (UTV) has started showing telenovelas with voice over in Twi. As in the telenovelas, the theme of love is manifest in *The Clothes of Nakedness.* The love between Bukari and Fati and the attempt by Mystique Mysterious to seduce Fati are elements which may attract the audience. Youthful love is also depicted in the relationship between two adolescents, Baba and Adukwei.

Gender and Feminist Roles towards Development

Another reason why this adaptation is useful is that feminist roles are highlighted in the novel and women are depicted as models in their contribution towards development. Women have sometimes been cast in a negative light (Nnaemeka, 1997; Radway, 1984, cited in Baran & Davies, 2009). On the contrary, Kwakye (1998) presents women as enterprising leaders. The first woman we encounter in the novel is Esi, the owner of the liquor kiosk known as Kill Me Quick. She is about forty 'engaged in light-hearted conversation with her customers' (Kwakye, 1998: 2). She is 'beautiful and that age had cheated her of beauty only a little; her features unwrinkled as yet, exuded an affable and easy charm that many of the young women lacked' (ibid). While she demonstrates good reasoning and business acumen, the men while away time aimlessly drinking alcohol in her pub. Even Mystique Mysterious who poses as a rich man does not work but only feeds on others to gratify his insatiable taste for extravagance. After arranging with Mr Denyi to employ Bukari as a taxi driver, Mystic Mysterious milks Bukari of his resources and finally makes advances to Bukari's wife, which leads to the ruining of Bukari's home. He introduces the youth of Nima 441 to marijuana and alcohol and it is suspected that he is the one who murdered Bukari with his Mercedes Benz. In fact, the group of men who often meet at Kill Me Quick symbolically represent men in the postcolonial African era and their lack of the sense of responsibility to develop their homes and their nation.

The transmission of values is also referred to as the socialisation function of the media (Dominick, 2002). Socialization implies 'the ways an individual comes to adopt the behaviour and values of a group' (Dominick, 2002: 40). Kofi Ntim tells Mystique Mysterious, 'You are like this weakling here.' This reference is to Kojo Ansah the quiet one who drank only water and juice. According to Kofi Ntim:

> *A man has to imbibe like a man; drink strong powerful liquor that*

> burns your inside like fire. I do not like hearing nonsense such as "I do not drink liquor". There's no alcohol so strong that a real man can't drink it. (Kwakye, 1998: 5)

To this remark, Esi retorts, 'How about women? Can a real woman drink liquor like a real man?' This dialogue raises the question of what it is that defines gender or feminism. Again, on the morning Bukari is sacked, he asks the vendor, 'Do you think it is alright for men to cry?' The woman vending the palm wine remarked, 'I take it you are assuming that it is all right for women to cry. And if so, why not men?' (Kwakye, 1998: 190). Similarly, Radway (1984) has noted that in romance novels men are 'routinely presented as strong, aggressive, and heroic, whereas women are weak, passive, and dependent' (Radway, 1984; cited in Baran & Davies, 2009). In the same vein, Hagan (2006) writing on 'Gender: Evolving Roles and Perceptions' observes that, cultural beliefs, values and attitudes determine perceptions of gender roles in a society and these perceptions influence what men and women consider appropriate as their roles. Contrary to these negative constructions of gender by society, Kwakye tries to deconstruct this and endeavours to reconstruct a new image for the African woman. The negative construct of gender roles may be revised through the watching of the adapted film being proposed in this study and similar works which may come up.

Another value which is worth propagating through film is the hard work of the female characters. The second chapter of the novel which is devoted to Fati and her family also demonstrates how some women have been contributing towards Africa's development and deserve to be put in the limelight. For several months, it is Fati who takes care of the family because her husband is jobless. She wakes up early to do her house chores while her unemployed husband is still in bed. Baba their son, like his father will still be 'sealed in the envelope of sleep' (Kwakye, 1998: 15). Fati feels 'disappointed with a son who at sixteen was a high school truant'; he is 'good natured, but still worthless' (Kwakye, 1998: 15). Issaka, Fati's neighbour, is another ne'er – do- well. He enters Fati's room and virtually steals a tin of sardines because his wife has given birth to a new baby and he cannot afford a tin of sardines.

Additionally, the female characters are presented as strong and prudent managers. Adukwei is another female character who is a model that represents the inherent strength in a woman. Twice on the same day, she saves Baba from being beaten up. This girl eventually becomes Baba's

fiancée. She demonstrates the prudent management skill which a woman can have. She cautions Baba: 'You haven't stopped spending money ever since we met...I think you should keep your money. Save it for something you really want for yourself...You can spend as much as you like when you start working' (Kwakye, 1998: 93). In response, Baba looked into the sky and said, 'Adukwei, you are as brilliant as that bright star' (Kwakye, 1998: ibid). The dependency syndrome of the male characters is further demonstrated on two occasions when Baba is about to be beaten up and it is his lover, Adukwei, who saves him. Baba, like the other young men who accept marijuana from Mystique Mysterious, can only depend on other people for survival. Hence, Baba sells newspapers for Mystique Mysterious and goes to weed at Henry Denyi's house for a little amount of money.

The film will also be useful because by giving women the opportunity to watch themselves in an adapted film, they will come to appreciate what they are and reconstruct their own image of themselves. This is because 'by watching, listening, and reading', the women will 'learn how people are supposed to act and what values are important' (Dominick, 2002: 40) as well as appreciate their own importance.

Thus, in the novel under discussion, it is the women like Esi, Fati and Adukwei who are aggressive and heroic whereas the men like Bukari, Issaka and Baba are weak, passive and dependent. Also, while Esi is established in her liquor business the men can only drink and while away the time aimlessly. Kojo Ansah seems to realise the dependency situation when he tries to encourage his friends to let them fight collectively against Mystique Mysterious. His friends claim they cannot do anything and he tells them:

> *We are the most pathetic of creatures. We are insulted, but we can't insult; taken advantage of, but we can't take advantage of others. It started slowly and then it grew until where we once had the urge to yell, now we can only sit and talk in whispers, whimpering like kicked dogs, moaning, enslaved by a good nature transformed over time into a foolish weakness (Kwakye, 1998: 176).*

Notwithstanding his admonition, Kofi Ansah is left to fight the fight against the enemy, Mystique Mysterious, alone.

Again, the adapted film may teach the males in Ghana, and by extension Africa, to learn useful values. This concept of transmitting values from the novel to film borders on the cultivation theory which explains 'the effects of television viewing on people's perceptions, attitudes, and values' (Severen & Tankard, 2001: 268). The ineptitude of the males in the novel is a social tragedy which may be cured by letting the audience watch the reality of their world in an adapted film.

The Language in the Novel

The language of the novel is yet another factor which makes the novel suitable for adaptation. A common structural characteristic of language in the novel is the use of simple sentences which makes it easy to understand. For instance, the first chapter opens with the sentence: 'He moved slowly like a bred chameleon' and then the third sentence reads: 'The only swiftness in his movements was the sharp motion his tongue flickering through his lips and back again' (Kwakye, 1998: 1). The image of a chameleon has an indigenous undertone of determination. There is a saying in Twi that '*bosom ketene name briber, ode briber baker ne fore*' (The chameleon walks slowly, yet it will surely get to its destination). Thus, Mystic Mysterious, like a chameleon, will achieve his objective even though he may appear calm.

The study noted that most paragraphs commence with simple independent clauses. Besides, where there are considerable dialogues the sentences are terse. Symbolically, the short sentences may be considered as a reflection of the atmosphere of lack of progress in the novel. Besides, the presence of numerous dialogues makes the text suitable for adaptation to a film.

The novel is replete with simple words and wise sayings which will serve as lessons to the audience. Following are examples of such wise sayings: 'As on most nights, Mystique Mysterious did not desire to drink...It dulled the intelligence, and he needed to preserve the keenness of his mind in order to attain his prize' (p.2). The statement indirectly warns the youth of the hazard of alcoholism and the possibility of being misused when drunk. Another example of the profound statements is the following remark about Kojo Ansah, one of the characters: 'He was a man renowned for being deficient in expression and proficient in contemplation' (p.3). This statement underscores the relevance of reasoning rather than mere talk. In effect, using Kojo Ansah, the narrator enjoins the youth to spend their energy in creative thinking rather than indulging in conversation which will yield no benefits.

When Mystique Mysterious tries to convince Kofi Ntim to resign his position as labourer for the City Council so that he, Mysterious, will get him a taxi to drive, Kofi is sceptical and remarks: 'Nobody does good just for the sake of doing good. We always do good as a means to an end, never as an end in itself.' Kofi Ntim further makes a thoughtful remark about philanthropists:

> *Look, some of them are disguised misanthropists who conceal their true nature under the cloak of good works... Some do it because they have what you could call good hearts, but even they are doing it so that their hearts will remain good. They do it because it gives them a sense of happiness, or perhaps it assuages a sense of guilt. "Why is it that I have so much, while others have so little? Let me give some away so that I may convince myself that I have not done my fellow humans ill." Whatever it is, the end is something other than just helping people' (p.55).*

The foregoing profound statement cautions the youth to be critical rather than passive recipients of whatever they are offered. Hence, underlying the statement is the importance of critical thinking in business transactions so that opportunities can be maximised for the development of the youth and Africa in general. Additionally, the statement could pass for a thematic monologue that is directed at an audience in a film. There are several other profound statements in the novel so that while the audience are entertained by watching the adapted film, they will be better educated and informed.

Based on fidelity and inter-texuality theories of adaptation, it is the view of this study that in adapting the novel to film, it should be modified so that the film is not a mere reproduction of the novel. The elements such as values and language being promoted to film should be involved 'since adaptations typically mingle literary and cinematic genre' (Stam, 2005: 25). Hopefully, the modifications will make the work suitable for the screen and the needs of society.

CONCLUSION

The selected text, *The Clothes of Nakedness,* was analysed to examine the factors for which the novel could be suitable for adaptation to film. The study was conducted mainly through literary or text analysis. The study revealed that Feminist roles are emphasized in the novel and women are depicted as models who contribute towards development. Therefore, the hardwork of

the female characters as well as other values which they exude is a cardinal factor that makes the novel suitable for adaptation to film. Moreover, as a post-colonial text, if transmuted into a film, the thematic issues would be relevant to the rest of Africa in the quest for development. The study further reveals that the language in the novel is simple and could be suitable for dialogues in a film.

In traditional African society, storytelling was highly regarded because it was a medium through which knowledge was transmitted from one generation to the other. Additionally, storytelling was a medium of transmitting important aspects of a society's culture. Camara Laye in his novel, *The African Child,* recounts how he would hear 'recalled the lofty deeds of my father's ancestors, and the names of these ancestors from the earliest times' (Laye, 1981: 23). The praise-singer 'was not allowed to take too many liberties with tradition, for it is part of the praise-singer's task to preserve it' (ibid). Today, the roles of the story teller and the praise-singer have shifted largely to the novelist, the film writer and director. Since technology has captured the interest of the Ghanaian and, by extension, the African, this current study endorses the paradigm shift by which novels such as the one discussed in this study are adapted to film. Baran (ibid) has observed that 'the skilled, beneficial use of media technologies is the goal of media literacy' (p. 38). Hence, it is hoped that the novel and the film will play complementary roles in educating, informing and entertaining the African audience and even other audiences who appreciate African values and culture.

In conclusion, one may say that if the novel is adapted to film, and other mass communication media such as YouTube and television are employed in its broadcast, an agenda setting strategy, which aims at promoting values for development, will be fulfilled. For, television is 'the medium that has become one of the most powerful communicative forces in the history of civilisation' (Bittner, 1989: 116). The film which will be adapted from *The Clothes of Nakedness* will serve as a window through which the audience will appreciate the reality of their world, be challenged to re-examine themselves so as to bring about a change in their lives and society at large. Hence, the film as 'a culturally special medium' (Baran, 2004: 73) may serve as agent of social and cultural change. The paper recommends that in the 21st century, the contribution of the African woman must be acknowledged and the prejudices against women must be avoided. The men must also endeavour to play their part as partners in development.

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THE PRIMARY CONTENDERS (THE CANDIDATES, THE ISSUES, WHERE THEY STAND AND HOW THEY CAN WIN) BY ETSE SIKANKU. ACCRA: COLOURZONE, 2018. PP. 74.

Reviewers: Timothy Quashigah[1] Ghana Institute of Journalism, Ghana.
Natasha Roy[2] New York University, New York

In Niccolo Machiavelli's *The Prince*, the 16th century political theorist offered unsolicited advice to existing royalty on how to operate and control their own kingdom. In absolute terms, Machiavelli's short treatise offered small nuggets of wisdom aimed at educating monarchs. While the document was published just under 500 years ago, its premise is evidently not trite, neither is Dr. Etse Sikanku's *The Primary Contenders* which offers political explanations and recommendations to the National Democratic Congress (NDC) [party] in light of the presidential primary elections*,* and indeed, academics whose research interest this is as well as pollsters who keep a clean tap on elections in Ghana.

Presented from the political, sociological and communicative tripod of Sikanku, this book is a worthwhile contribution to the political communication literature in Ghana. Specifically, in Ghana, where the literature on political communication may be grey and dearth, a monograph of this kind may well be welcome news to political sociologists and political communication experts and students in these fields. Himself a political sociologist, communicator and journalist, Sikanku offers this as a timely agency to the NDC primaries. Admittedly, and outside the remit of the NDC, it may

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well serve as an instructional manual for parties in abeyance, especially so immediately after losing political power. This short, glossy book is a quick read, with only six chapters and seventy-four pages, and can be read in a fairly short time.

Unlike the systematic chapter-by-chapter or section-after-section format of reviewing a book, the authors have decided to synthesise the issues raised in the book in order to harmonise the work for the reader, and to sustain interest.

The book offers introductions, profiles and analyses of candidates, thereby giving each potential delegate a closer perspective as to who to choose at the primaries. Again, at national elections in Ghana, once a candidate is selected, it offers the electorate a better view of who to vote or [to] not vote for. In other words, the choice of a flagbearer and their running mate for contending parties in the respective parties marks the end of contestations at the party level and the beginning of full electioneering. Again, the book caters for readership within the disciplines of political communication, political sociology and political science. This diversity of readership makes it a ready resource coupled with its compact volume. For the not-too-avid reader, this is a good discovery for knowledge. It initially comes across as a guide for voters, as it provides details on candidates' CVs and reasons as to why each would or would not serve well as Ghana's next President if they win the national elections against other party flagbearers. For the scholar, this presents further ideation for research and for the literature to proliferate. For instance, scholars could carry out a comparative study on ideological lines, or on gender and how that affects the narrative on contenders in a primary.   Digested further, we surmise, the intended audience are the campaign teams, strategists, the contenders and party apparatchik. And, with a flurry of newspapers, panoply of radio stations and hordes of online news portals and a plethora of advertising avenues to contend with in a culturally-diverse country as Ghana, scanning *The Primary Contenders* for a political decision or counsel may be a good bargain after all. Arguably, a first of its kind in Ghana*,* "The Primary Contenders" reads as a first volume to an engaging, informative explanatory document on modern Ghanaian politics and its dynamic.

For further clarity, the author provides major factors, likely to shape the NDC's presidential primaries as commitment to grassroots, popularity, message experience and electability, ideology, and what he coins as 'uniter' and 'casha.' These variables, according to the author, would go a long way to influence the confluence of ideas in selecting a flagbearer as a veritable force to deliver the expected victory to the party. Of all these factors what stands out to us is ideology. Here, the author paints a convincing picture of the party's leftist 'social democracy' philosophy which Andrews Krow explains as the "implementation of economic policies which will ensure equal distribution of wealth" as opposed to the NPP's rightist laissez faire capitalist system which it calls 'property-owning democracy' (pp. 1-2). In the view of the author, "as a socialist party, the NDC aligns towards equality, collectiveness, camaraderie and a communal governance," thus making it "the party of egalitarianism and a party that is all too ready to shun the sometimes lofty and elitist sentiments associated with their political opponents" (p. 57). Standing on this argument as a plateau, "candidates should outline policies and programs that decidedly align with" this key ideology (p. 57), in order to equip voters to cast a smart ballot.

However, for a non-Ghanaian reader, this could be hard to appreciate as one flips through the pages in anticipation. Even more difficult is to review a book about Ghanaian politics that is specifically not written for a non-native target. However, to anyone who is an eager supporter of democracy everywhere, especially outside of Ghana, "The Primary Contenders" could make a fascinating look into another nation's political process in order to broach ideas.

A second dimension to this dilemma is how the author selected the six out of a race of thirteen contenders, for profiling. Methodologically, scholars are not likely to understand how the author selected and arrived at the sample size, out of the target population of thirteen. Be that as it may, this is only a prognosis into the chances or otherwise of the candidates, based on their pedigree on the political barometer.

Again, for a readership of voters, *The Primary Contenders* could have been a lot more detailed to help voters have a better appreciation of the contenders and their campaign trail. Although each candidate's accomplishments and

past jobs are listed and explained, their visions for Ghana are not. What will they do for Ghana's citizens? How can they serve a diverse country and still cater to each group's needs? With questions like these floating after the book's close, voters will need to turn to other resources to be fully equipped with the knowledge needed to make a sound electoral decision in a spirited campaign. It is also unclear what the response, reaction or patronage of the NDC as a political party may be to a book that appears fundamentally to serve its interests or other parties'.

Although all contenders are male, the idea of a woman as a balancing act in terms of gender parity could have been made for reflection in future primaries.

When it comes to readership of political candidates, it may feel odd to think a seasoned politician might turn to a novel about themselves for advice. Yet, in their desperate move to securing the ticket to the front row of their political party, every avenue, including this novel, may serve as a coo-ee, regardless of their political career and first-hand experience with Ghana's political system. After all, 'many hands make light work.' But the flaws that gnaw at the book in terms of spelling particularly cannot be ignored entirely. Instead, they can be appreciated, given that it was launched as a precursor only a few months to the presidential primaries of the NDC. With cleaner editing, formatting and proofreading, the issue may have been handled, though.

All said and done, Sikanku's second collection to the political communication literature provides an opportunity to political sociologists and political communication experts in particular, and students in the field of communication, political reporters and the general reader scraps of knowledge they can glean from the field.

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Abstract must capture the:

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Summary of key results/ findings or expectations

There should be about five key words after the abstract.

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