

**A SOCIO-LINGUISTIC ANALYSIS OF THE MEDIUM OF THE MEDIA IN  
GHANAIAN SOCIETIES**

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<https://doi.org/10.54922/IJEHSS.2022.0345>

**ABSTRACT**

The media's role in the development of Ghana cannot be overemphasized. The National Media Commission's policy upholds the principle of national unity, cultural pluralism, equality, freedom of expression and access to information. As the fourth estate, the media's role is to educate, inform and entertain the citizens for accelerated development. All socio-economic activities in the country depend largely on the media. The heterogeneous nature of the country poses an unmeasurable degree of challenge with regards to the language the media uses in performing its ubiquitous functions. The study finds out the nature of the language the media uses in performing its socio-economic functions in such a multilingual society like Ghana. The study found that there is a kind of diaglossia in the media's language. It also found that there is a correlation between the purpose of a program and the language used in hosting the media's programs.

**Key Words:** Diaglossia, media, the fourth estate, cultural pluralism.

**1. INTRODUCTION**

Human communication has assumed different forms, style and nature throughout the ages. Every generation has a way of viewing the subject based on the means through which the people transmitted information. The earliest generation saw the subject as an act of transmitting information from one point to another. To them, communication was just a mere act of telling and listening. Discourse was by means of one-on-one. Thus, the first school of thought faces a lot of challenges by definition and mode. Another school of thought from the second generation viewed communication as a process through which intended information is transmitted from one person to another. For many years communication was defined as such. The generation of scholars was of the view that even though discourse could be seen as an act, it could travel from a point in time to another.

In this era of technological advancement, the term has assumed different form and structure that make the definition, mode, nature and means of transmission assume different perspective- as a system. Thus, communication encompasses sending intended information from one point to another, with or without a medium. Such activity can be a simple or a very complex one. Today's definition recognizes the fact that interaction between humans can assume a simple activity but accept the fact that such an activity can also be more complex. The complexity is seen in the form of the number of people involved, the medium, message and the nature of feedback intended.

Due to technological advancement, these days, message in a single communication can be heard through such complicated gadgets as mobile phones, telephones, radio and television among

others. This involves transmitting a huge amount of information to a host number of listeners in a spate of time. The introduction of FM stations in Ghana has made the country part of the global village with respect to the transmission and receiving of information. Through the media activities, information from across the globe is transmitted to the masses within a short period of time. Government officials, employers and other stakeholders in Ghanaian economy can send information to the appropriate quarters and expect feedback in a short while. The language used in communicating ideas in this respect is the crust of this study. The research finds out how far English, the official language has affected the lives of Ghanaians and propose the future of this ubiquitous language in Ghanaian societies.

## 2. BACKGROUND

The role of the media in the development of Ghana cannot be overemphasized. The successes the country has chalked in many areas of its development cannot be said without considering the immense contribution of the media. As the fourth estate, the role of Ghana media is to 'educate', 'entertain' and 'inform' the populace for accelerated development (Rabiu 2007). According to him, this is done to teach the people in the society the norms, values, and ethics of the societies. Other authors see the teaching of ethics through the media as an informative function (see Gasu 2009). It is interesting to learn that the functions of the media overlap. On his part, Dominick (2002) sees the media role in this way as socialization. According to him, to socialize is to adopt the behavior and values of others. And this is what the media does in its teaching function.

The entertainment function has been identified to be one of the most important functions of the media. Some writers see the purpose of mass communication to be entertainment. This includes the use of puzzles, comics, horoscopes, games, advice, gossip, and humor in the various media programs. In Ghana, like many other countries, the informative role is one of the important functions of the media. This has both social and political connections (Rabiu 2007). Political leaders use the media as a channel to spread messages to the masses on issues about national development.

The language used by this utilitarian body in discharging its duty is quite phenomenal. This is because it is the vehicle through which ideas and information are carried out. Many Ghanaians have expressed concerns about the nature of the language used by the media. One area of great concern has been the complexity and the mode of transmission by media men. This is seen in both printed and electronic media.

Ghana is a multilingual society. The selection of the medium in the media reportage is thus crucial to its development. The nation is blessed with over a hundred languages with different ethnic groups. What makes the language situation and for that matter, the one used in the media dicey is the fact that each language is associated with a particular ethnic group in the country; the Asantes speak Asante (a dialect of Akan), Ewes speak Ewe and Gas speak Ga language.

Economic development is one of the vital areas in the development of every society. The economic growth of a nation is to a very large extent, a measure of the general development of the people. All manner of economic activities in human endeavor is geared toward making the people succeed in their physical development (Ghana Broadcasting Study 2015). The work of the media

over the period in the life of Ghana has brought significant improvement in every sphere of endeavor.

All manner of people - young and old, rich and poor, men and women, literates and illiterates use the media in one way or the other in their endeavors. Thus, society assigns great responsibility to the media. Ghana's democracy and the rule of law strive greatly on the activities of the press. Both the print and electronic media have been political and economic machinery in Ghana. The dominion of politics and the politicization of Ghanaian well-being make the work of the media very significant.

### **3. PROBLEM STATEMENT**

Like Nigeria and most African countries, linguistic pluralism poses serious challenges to the sociolinguistics lives of the people. What language should be used to perform what function has been the biggest question especially in the media. The choice of a particular language to be used in the media has been an important decision media operators endeavor to take. This is because there is the need to find out which language is suitable to perform which function of the media. However, because many studies have not been done in this area, media workers and operators mostly choose their language with uninformed decisions. Thus, what informs the media to choose what language for what function forms the crust of this study.

There is also the problem of inadequate planning and regulation of the linguistic policy in the media's broadcasting life (see Quarmyne 2000). Thus, there has not been a proper check whether the national media' language policy is being strictly adhered to. Meanwhile, the fundamental goal of the media according the policy of the National Media Commission is 'to serve the well-being of all Ghanaians especially the disadvantaged' (ibid). The policy also seeks 'to promote the use of L1 in broadcasting in at least those spoken in the station's coverage area for a defined percentage air-time' (ibid). Over sixty years of independence of the sovereign nation, there is the need to find out how this policy has vision has been achieved. English language has been used as an official medium since independence. As official language, it is the language used in the administration, commerce and as a medium of instruction. The use of this medium in the media is the major concern in this study.

The reason for the selection of the use of the language in the media is not far fetched; the media has become very powerful nowadays in the lives of many Ghanaians. In politics, trade, law, and education, the role of the media cannot be overemphasized. The use of local language in the media's reportage became popular with the emergence and multiplicity of FM stations in the late 1990s. Most of these local radio stations operate in one of two of the Ghanaian indigenous languages. Unlike the print media, the electronic media is flooded with the use of local languages

As the official language, English is the medium of Ghanaian politics. With the emerging trend of the use of English among the indigenous languages by the fourth estate of government, the research finds out how the English language still performs in Ghanaian societies considering the media and its ubiquitous role in Ghanaian societies in the face of the indigenous languages.

### **4. PRIMARY OBJECTIVES OF THE STUDY**

The study seeks to;

- i. find out of the perception Ghanaians have about the use of English or Ghanaian language in the media.
- ii. find out the purposes for which the media uses its language in hosting her numerous programs
- iii. find out the emerging phenomena that have resulted by the use of English in Ghanaian media and their significance in the lives of the people.
- iv. find out the role of English language in the media for the purpose of education

The study finds out to what extent has the use of English language affected the social and economic lives of the people of Ghana with respect to their function as informing, educating and entertaining the people of Ghana for accelerated development.

#### **4.1 SECONDARY OBJECTIVES**

The study will also be used to find out:

- i. the effects of the use of English language as an official language on the other indigenous languages.
- ii. the future of English language as well as the various Ghanaian languages in the media's reportage in the country.

#### **4.2 RESEARCH QUESTIONS**

The research is guided by the following research questions:

- i. What are the opinions of Ghanaians about the language used in the media?
- ii. For what function(s) does the media use a particular language in its reportage?
- iii. What are the linguistic strategies does that media use to satisfy the needs of its listeners?
- iv. What role do English play in the sociolinguistics of the Ghanaian media?
- v. What are the effects of the use of English on the indigenous language(s)?
- vi. What is the future of the indigenous languages with respect to the use of English language in the Ghanaian media?

#### **5. LITERATURE REVIEW**

Ghana is the first country South Saharan Africa to gain independence. It is a sovereign nation that has carved for itself 'the Gateway to Africa'- It is the country that opened the door for other economic states to fight for self-rule in Africa. The media, over the years, has performed its role as a bedfellow to successive governments in the development of the country. This is seen not only in the political, but social, economic, religious and cultural perspectives. The growth of these sectors of the economy traces its roots from the activities of the colonial rule

Through the acculturation, there was a change in Ghanaian systems. This has socio-economic and political effects (Ansah 1986; Kwansa –Aidoo 2003; Koomson 1995). The formation of political parties and the struggle for independence that characterized the political situation in Ghana can be traced to the political imperialism in the country. The local people learned to implicate the pioneers in the field and have taken over the media landscape in the country.

The economic situation in Ghana and the general well-being of the people cannot be measured without looking at the colonial influence on the country. The introduction of Christianity and other religious sects in the country has great impact on the general life of the people.

At fifty-nine years of independence, there is the need to measure of prospects, achievements, and challenges of Ghana's sovereignty and the role of the media in contributing to the nation's lots. One major colonial asset that Ghana enjoys from colonial rule is language. Even though the country has attained such an enviable level in her political history, the same cannot be said of the language used. Till date, English language remains an important tool of the media in discharging her duty as the fourth estate of government.

As a partner in Ghanaian development, the media's role is to educate, entertain and inform the people on matters of national concern. As educators, the media's role transcends through all spheres of endeavor. The economic, political and socio-cultural development of the nation depends largely on the activities of the media. The media has been the machinery through which the executive educate the populace on matters of national development. It is also the means through which the masses contribute their quota to national growth. The press is the vehicle of economic development and cultural emancipation.

The language used in discharging its duty is the crust of this study. The research is based on the proposal that there is a correlation between the language used by the media in performing its duty and national development. The use of English by the media in discharging its numerous duties is under study in this exercise.

Radio remains the most used source of broadcast in Ghana (Afrobarometer 2018). Radio reportage has sandwiched other forms of the media work in Ghanaian society. In the area of entertainment and education, traditional games such as riddles, proverbs, storytelling among others have given way to modern and foreign forms of entertainment through the media activities. The traditional form of education which was basically informal has also taken different shapes due to the press activities.

The media life in Ghana is a continuum broadcast and related activities from British colonialism till today. This includes print and electronic media. In 1822, the first national paper, the Gold Coast Gazette was released. It was used by the then governor to send information to the civil servants. Later in the year, the Commercial Intelligencer was also published. Accra Herald (1858-1874).

These were published and used by the then governor, Sir Charles McCarthy to send information to the European merchants and the civil servants. It was also to promote literacy and rural development. These were followed by the Accra Herald (1858-1874) published by Charles Bennarmann, the son of a British Lieutenant and Ashanti royal. The Gold Coast Times, Western Echoes, Gold Coast Assize, Gold Coast News, Gold Coast Aborigines, Gold Coast, Gold Coast Chronicles, Gold Coast Independent, Gold Coast People, and the Gold Coast Express were also published.

Owusu quoted Jones-Quartey as saying "while there had been about 40 newspapers between 1913 and 1956, by March 6, 1957, when Ghana became an independent nation, only 11 were in

production". They were: The Catholic Voice, (1956), Ashanti Pioneer (1939), Gold Coast Weekly Bulletin (1939-1940), Ashanti Times (1947), Ghana Evening News (1948), Daily Graphic (1950), Sunday Mirror (1954), Daily Mail (1955), Liberator (1955), West African Worker (1956) and New Nation (1956). All these were written in the colonial language, English.

Radio was first transmitted in Ghana by the colonial masters in the 1930s. It was used by the British to reach out to their colonies and to find information from the agents for the purpose of effective trading and management. In World War II (1939-1945), the media was used to organize and support the activities in the colonies.

At the pre-independence era, only one radio station was in operation in Ghana. This was Radio ZOY. The language used was English. Most of the media reportage was not for the local people's consumption. It was meant for the British and their allies. Least did one expect the message of the media would be published in any language other than English. The workers in the media were mainly British. Later, when the 'mulattoes' and other Ghanaian elite came in the scene, they could not change the trend.

This continued until the Gold Coast Broadcasting Systems was launched in 1954 to give information of national concern to the indigenous people. After independence in 1957, this was changed to the Ghana Broadcasting Corporation. It transmitted first, in the official language, English. Later, some indigenous languages were used. At the onset, it had two main stations- GBC 1 and GBC 2.

The GBC 1 was reserved for the use of English language while GBC 2 was transmitted solely in the local languages. In the beginning, the use of these local languages was a laughing stock among many Ghanaians. It was odd to hear the local news transmitted in the local languages. On July 31, 1965, GBC launched its first television medium, the Ghana Television (GTV).

Despite the ubiquitous use of the media, its operation remained in the hands of the government from the colonial period to the independence and post-independence period. In the early 1930s, there was a proliferation of the print media in the Gold Coast. However, most of these media houses could not stand the test of time. The opening of GBC regional radio stations was the beginning of the proliferation of FM stations in the country.

## **6. RESEARCH METHODOLOGY**

### **Research Design**

The language used in the media and the purpose for which presenters and journalist use it is key in this study. The research seeks to study the performance of English as the language of media and the role Ghanaian languages also play in the media landscape. The research is based on the proposition that the purpose of a particular program will determine the language to be used. The major programs that will be involved in the study will include Morning Shows, News, and Sports.

The media has three main functions i.e. to educate, inform and entertain. The research finds out first the various media programs the media run on the three radio stations used in this study. The major ones such as morning shows, news, announcement, drive time and sports will be given

consideration. This is in view of the fact that these programs are common to all the electronic media in the country.

Again, the study finds out the purpose of hosting these programs i.e. to entertain, inform or educate. The study is of the opinion that some of the programs may serve more than one purpose. For example, a program may be hosted to give information and also entertain (infotainment). There will be programs that are run to educate and entertain (edutainment) among others. The language used in realizing these purposes is also crucial. Thus, the study finds out whether English is still functioning as the medium of media reportage. If that is not the case, the study looks at the reasons why there is the change, the nature of the change and its significance.

Information collected is presented by the use of tables. The tables indicate the type of program, the purpose of hosting it and the language used. This will be done to all the three radio stations used in the study. Data from the tables are represented by the use of a bar graph. This will make the interpretation of research information very simple. The research also uses interlinear glossing to explain certain constructions. This is where there is an interpretation of text analysis.

### **Research Methods**

The major research instrument used was an interview –guided and semi-guided. This was used for managers and directors of the media stations. They were used to find out the various languages through which they perform their roles as the fourth estate of government. I used the same means to find out the purpose of the various programs they host on their media. This was done to find out basically the role of the media according to the directives of the National Media Commission i.e. to entertain, educate and inform.

I also contracted the Disc Jokers (DJs) in the various FM stations. In most of the stations, I relied on the calls from callers of the phone-in programs. My motive was to find out from the listeners the programs they mostly listen to on the radio, the language used and the influence of those programs on their lives. I recorded the responses and later played, analyzed and used in support of the study.

In addition to these techniques was recording. Most of the interactions I did were recorded. These were later transcribed in support of the study. Information from various publications in the print media was supportive. Other publications by different authors relating to the area of study were also reviewed. The information that was collected was analyzed by the use of tables and percentages. This will include and bar charts. This will make the reading and interpretation easy and simple.

I also used observation extensively. I observed and listened to radio programs as part of the data collection process. I also listened to most of the media reportage on social issues. The various people in the society such as politicians, businessmen, pastors, manufacturers, customers, administrators, and students were observed. I listened and recorded preaching from various pastors. I studied closely the themes and languages used in carrying out their message. I also listened to the various announcements by various businessmen and women in advertising their wares. The import of their message, the language they use and the receptiveness of the listening body to their message were looked at.

## Interviews

The researcher used interviews extensively. This technique was used to find information from program hosts. Formal and informal interviews were used. At Classic FM, an official letter was sent to the program director requesting the opportunity to engage their program hosts. Dates were given for the said purpose before conducting the interview in their premises. At Agyenkwa FM, the producers of the various programs were consulted first. An opportunity was given to take part in some of their phone-in programs as part of my fact-finding process.

The programs were recorded and glossed in support of the study. Semi-guided interviews were also used to find information from administrators, producers, salesmen, and women about the language used in advertising their wares and the reasons ascribed to their choice. To the people on the street, interviews were conducted informally. Respondents were engaged in purposeful conversation to find out the various radio programs they listen to and the reason for their choice. The languages used were also sought. The data collected were recorded, transcribed and used in support of the research. The following are the questions posed and some answers received from the people on the street:

A semi-guided interview was used to collect information from the program directors of the Media houses used in the research. This was to find out the various languages through which they perform their roles as the fourth estate of government. The researcher used the same means to find out the purpose of the various programs they host on their medium. This was done to find out basically the role of the media according to the directives of the National Media Commission i.e. to entertain, educate and inform. He also contacted the Disc Jokers (DJs) in the various FM stations. In most of the stations, he relied on the calls from callers of the phone-in programs on the three FM stations. My motive was to find out from the listeners the programs they mostly listen to on the radio, the language used and the influence of those programs on their lives. I recorded the responses and later played, analyzed and used in support of the study.

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The researcher depended on the internet source to a large extent. Text items for review will be printed from internet sources. Contents of these texts will be analyzed using available linguistic instruments such as glossing and translations. Translation will be done to find the meaning of unfamiliar words and expression in order to use them in support of the analysis. The study also depended on information from interview, observation, and questionnaire. A constant listening of the media's program will be done to find out information in support of the study. A visit to the media station was done for more information regarding their use of English and other local languages in their reportage. Information received from the program hosts and directors was marched out with that which was collected from the listeners in order to get a balanced data for analysis



**7. DATA PRESENTATION AND ANALYSIS**

This chapter presents the analysis of the information collected from the various media houses. The analysis is based on the various programs, the language used and the purpose of hosting the programs. The chapter also discusses the effects of these programs on the lives of the people (respondents). This is measured by the use of a functional scale. The results of the analysis will be represented by the use of tables and bar charts.

**Data 1- Agyenkwa FM**

<b>Program</b>	<b>Language Used</b>	<b>Purpose</b>
Arise and Shine	Akan/ English	education
News	Akan	information and education
Announcement	Akan	information
Sports	Akan	information/entertainment
Gilder	Akan	information
Agyenkwa Market	Akan	information
Ghana Akwantuo	Akan / English	education
Akuafo Ahyia	Akan	information /education
Kenkan Me Hwe	Akan	information /education
Odo Asawa	Akan	information/ education
African This Week	Akan/ English	information/education

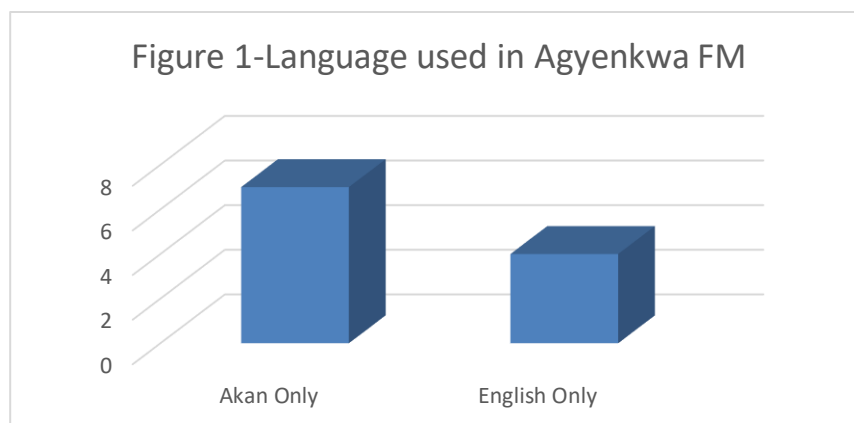
The information above indicates that Agyenkwa FM runs eleven (11) main (regular) programs in a week. Seven (7) of them representing 63.64 are run in Akan only while the remaining four (4) representing 36.36 are run in both English and Akan languages. Two (2) programs representing 18.18 are designed to give education only. These are hosted in English and Akan. Three (3) programs representing 27.27 are solely designed to give information. These are hosted in Akan only. Five (5) programs representing 45.45 are designed to educate and inform (infocation). These programs are hosted in Akan or both Akan and English. Only one (1) program representing 9.09 is designed to give information and entertain. This is done in Akan. Thus, with regard to language on Agyenkwa FM, the English element stands at 18.18 % while Akan element in their reportage stands at 81.81%.

**AGYENKWA FM**

**Table 1- Showing the language used in the media**

Language	No. of Programs	Percentage
Akan Only	7	63.64
English Only	4	36.36
<b>Total</b>	<b>11</b>	<b>100</b>

**Field Work, 2016**

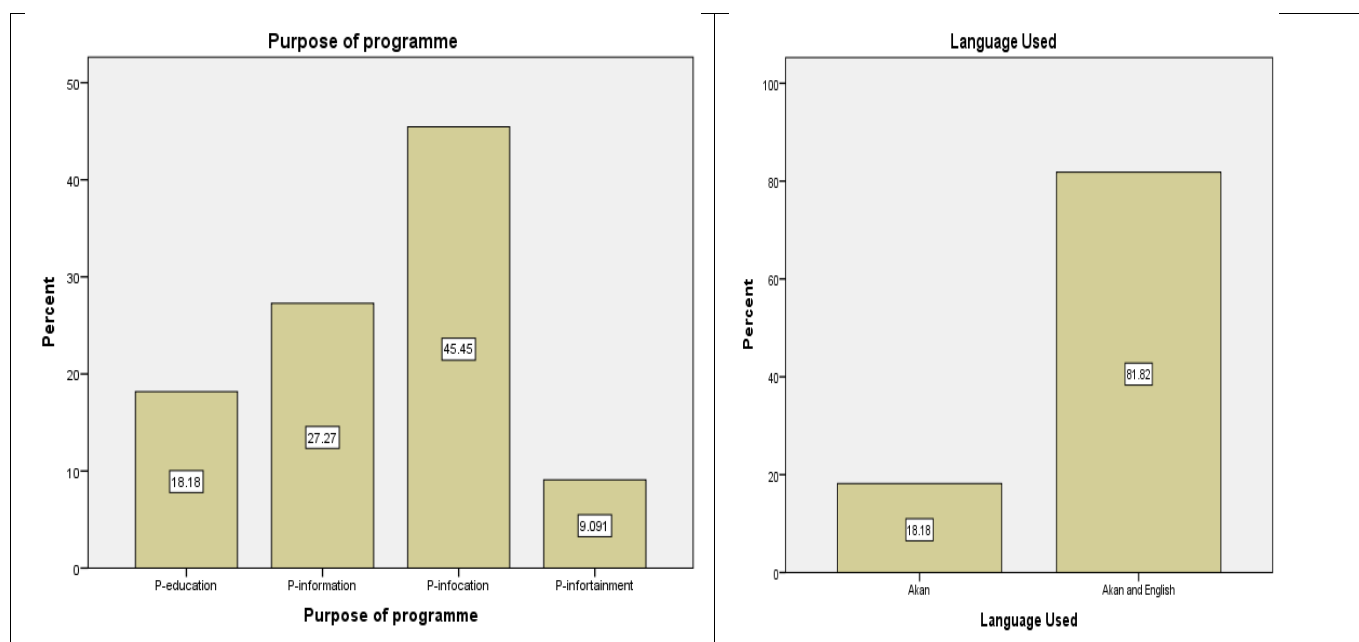


**Table 2- Showing the purpose of a media program(s)**

Purpose of Program	No. of Program	Percentage	Language Used
P-education	2	18.18	Akan& English
P-information	3	27.27	Akan
P-infocation	5	45.45	Akan/ English
P-infotainment	1	9.09	Akan
<b>Total</b>	<b>11</b>	<b>100</b>	

**Field Work, 2016**

**Fig. 2- Purpose and Language Used for Media Program – Agyekwa FM**



In terms of purpose, English is used to host education and infocation programs only. However, Akan is used to host education, information, infocation and infotainment programs. Thus, Akan is used to host over 70% of the programs in this media house. It is also evident in the above information that Akan dominates in the program designed to give information. English is used for programs that are designed to educate. Akan is used to entertain the populace on Agyenkwa FM.

**Data 2- WINNERS FM**

Programs	Language Used	Purpose
Morning Show	Akan / English	information/ education
Sports	Akan/English	information/entertainment
Dwaso	Akan/English	information/education
News	Akan	information/education
Drive Time	Twi/ English	entertainment/information
Nsem Pii	Akan	information/education
Children Corner	English	entertainment/education

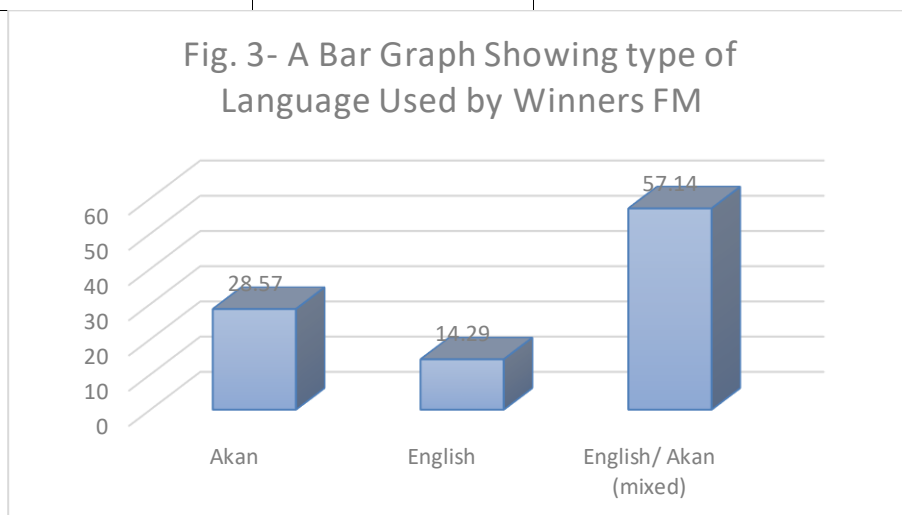
Out of the seven (7) programs run on this FM station, four (4) of them, representing 57.14 percent are run in mixed language (both Akan and English) languages. Two (2) of them representing 28.57 are conducted in Akan only. One (1) program representing 14.29 is hosted in English only.

In terms of purpose, four (4) programs representing 57.14 are designed to inform and educate (infocation). Two (2) programs representing 28.57 are designed to entertain and inform (infotainment). One (1) program representing 14.29 is designed to entertain and educate (edutainment). It is seen from the above development that any program designed to educate in this medium is hosted in both English and Akan. This is seen in the Pie Chart below:

**WINNERS FM**

**Table 3 – Showing the language (s) used in the media**

Language Used	No. of Programs	Percentage (%)
Akan	2	28.57
English	1	14.29
English/ Akan (mixed)	4	57.14
<b>Total</b>	<b>7</b>	<b>100</b>



Thus, while Akan constitutes 57.14% in hosting programs on Winners’ FM, English stands at 42.86.

**Table 4- Showing the various purposes of the media’s programs**

Purpose	No of Programs	Percentage (%)	Language
Invocation	4	57.14	Mixed (Eng. Akan)
Infotainment	2	28.57	Akan
Edutainment	1	14.28	English
<b>Total</b>	<b>7</b>	<b>100</b>	

From table 2 above, it is seen that on Winner’s FM, education programs are hosted in English. This constitutes 35.71% in terms of purpose. Akan constitutes 57.14% in terms of purpose.

English element in terms of purpose constitutes 42.57%. There is no program on the station that is used to perform only one function i.e. to inform, educate or entertain.

**Data 3 - CLASSIC FM**

<b>Program</b>	<b>Language Used</b>	<b>Purpose</b>
News	Akan	information
Announcement	Akan	information
Morning News	Akan	information
Sports	Akan/English	information/ entertainment
Mid-Morning Music	Akan	entertainment
Mid-Day News	Akan	information
Domeabra	Akan	entertainment/education
Drive Time	Akan	information/education
Mmaahyia	Akan/English	education/information
Mpanin Ahyia	Akan/English	education/information
Makosem	Akan	education/information

With Classic FM, 11 programs are run. Out of these, Akan and English languages are used to host three (3) programs. This represents 27.27%. Akan only is used to host eight (8) programs. This also represents 72.73 percent. There is no program that only English is used to host. Four (4) programs designed purposely to inform are hosted in Akan. This represents 36.36 percent. One (1) program is designed to inform and entertain (infotainment). This represents 9.09%. One program is designed to entertain and it is hosted in Akan.

This represents 9.09 percent. Four (4) programs are designed to educate and inform (infocation). This constitutes 36.36 percent. One (1) program representing 9.09 percent is purposely designed to educate and entertain (edutainment). This is also run in Akan. The information above indicates that there is a sort of emerging form of diglossia in this medium: Most (if not all) programs designed for the purpose of entertainment are hosted in Akan, the lingua franca.

Program(s) designed to only inform is done in Akan. Anytime the program Director in this FM Station wants to educate the populace in any issue, he uses either English or Akan. The fact that English is the medium of instruction in Ghanaian school has an effect on the language used in the media. When it comes to ‘teaching and learning’ English is the language to mention.

CLASSIC FM

Table 5- Showing the language used in the media

Language Used	No. of Programs	Percentage (%)
Akan	8	72.73
English and English	3	27.27
<b>Total</b>	<b>11</b>	<b>100</b>

From table 3, the percentage of the total English used in the media stands at 27.27% while that of Akan is quoted at 61.53%.

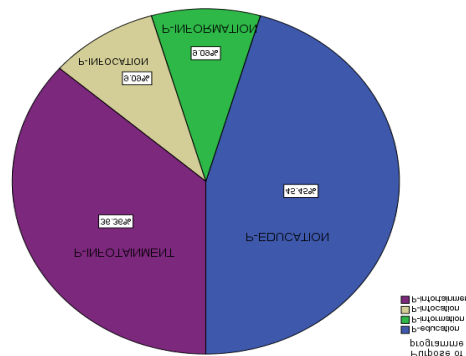
Table 6- Showing the Purpose of media programs

Purpose of Program(s)	No. of Program(s)	Percentage (%)	Language Used
P-information	4	36.36	Akan
P-infotainment	1	9.09	mixed
P-entertainment	1	9.09	Akan
P-infocation	4	36.36	mixed
P-education	1	9.09	Akan
<b>Total</b>	<b>11</b>	<b>100</b>	

Fieldwork 2016

From the information above, 4 programs designed to send information are hosted in Akan. There is only one entertainment programs are hosted in Akan. 4 programs designed to educate and inform are also hosted with mixed languages and one edutainment program is run in Akan. Here, it is evident also that education programs hosted on this station are mostly run in English. Programs designed to entertainment are generally hosted on the Akan language. Likewise, programs that are used to inform are also hosted in either Akan or Akan and English. This is represented on the Pie Chart below:

Fig. 4- Language Used on Classic FM



**8. THE FUNCTIONAL SCALE**

Opinions of listeners of the various FM stations were sampled. This was necessary because different people had different purposes for listening to the media’s programs. For example, the programs media operators deem to be educative one, respondents may see it to be entertaining. Thus, a functional scale was developed to siphon the varying purposes for which the Ghanaian people listen to their radio programs. This was done by the use of the three (main) programs that are commonly hosted on the Media. These are:

- News
- Morning Shows
- Drive Time

The Scale measures the rate at which the various programs affect the lives of the listening population in their endeavors and the purpose for which they listen to the programs. It looks at the level at which the citizenry rates the purpose of the media programs in their lives. The research is based on the assumption that the functions of the media (to entertain, educate and inform) rather overlap i.e. one program may not necessarily be used to perform only one function and the role such programs play in the lives of each individual varies from one person to another and from one speech community to another. In this wise, what a listener perceives to be a P-educative may rather serve as P-entertainment to the other. The study still proposes that programs designed to perform a particular function may have other subsidiary functions on the functional scale. First, the functional scale of respondents of Agyenkwa FM was looked at. The table below is a representation of the information gathered.

**Table 7- Showing a Functional Scale of News Casting on the media.**

Rep 1	education	information	entertainment
Rep 2	information	education	entertainment
Rep 2	entertainment	education	information
Rep 4	information	education	entertainment
Rep 5	information	education	entertainment
Rep 6	information	education	entertainment
Rep 7	education	information	entertainment
Rep 8	information	education	entertainment
Rep 9	information	education	entertainment
Rep 10	education	information	entertainment

Fieldwork 2016

From the information in table 4.7, out of 10 people interviewed, three (3), representing 30% believe that the purpose of newscasting is primarily to educate. Six (6), representing 60% are of the view that the primary purpose of news reading is to give information while one (1) respondent representing 10% is of the view that news reading is primarily for entertainment.

On the respondents’ second choice on purpose, it is seen that out of the 10 people interviewed, three (3) representing 30% place information 2<sup>nd</sup> on the functional scale while seven (7) of them

representing 70% place education 2<sup>nd</sup> on the functional scale. Nine of the respondents place entertainment 3<sup>rd</sup> while only one (1) of them representing 10% places it 3<sup>rd</sup> on the scale.

Thus, the Optimal Functional Scale (OFC) of respondents on Newscasting is represented in table 3 below:

**Table 8- showing the optimal functional scale of Agyenkwa FM newscasting.**

Rep 1	education
Rep 2	information
Rep 2	entertainment
Rep 4	information
Rep 5	information
Rep 6	information
Rep 7	education
Rep 8	information
Rep 9	information
Rep 10	education

This is summarized in Table 4.8.1 below:

**Table 9 – Optimal Functional Scale- Agyenkwa FM News**

Programs	No. of Respond.	Percentage
Education	3	33
Information	6	60
Entertainment	1	10
<b>Total</b>	<b>10</b>	<b>100</b>

**Table 10 – Showing a Functional Scale of Agyenkwa FM Morning Show on the media.**

Rep 1	education	information	Entertainment
Rep 2	education	information	Entertainment
Rep 2	information	education	Information
Rep 4	information	education	Entertainment
Rep 5	education	information	Entertainment
Rep 6	information	education	Entertainment
Rep 7	education	information	Entertainment
Rep 8	information	education	Entertainment
Rep 9	information	education	Entertainment
Rep 10	education	entertainment	Information

**Fieldwork 2016**



The table above shows the functions respondents attached to the various Morning Shows on the media. From the table, out of ten (10) respondents, five (5) of them representing 50% place education 1<sup>st</sup> and five (5) of the place education first. Five (5) respondents representing 50% place education 2<sup>nd</sup>. Four (4) of representing 40% place information first on the scale, four (4) representing 40% place information 2<sup>nd</sup> and two (2) respondents place information 3<sup>rd</sup> on the scale. One (1) respondent representing 10% places entertainment 2<sup>nd</sup> on the scale while eight (8) representing 80% place entertainment 3<sup>rd</sup> on the scale.

Thus, the Optimal Functional Scale of respondents of Morning Show on Agyenkwa FM is represented on the table below:

**Table 11- Showing the Optimal Functional Scale (OFS) of Agyenkwa FM Morning Show**

Rep 1	education
Rep 2	education
Rep 3	information
Rep 4	information
Rep 5	education
Rep 6	information
Rep 7	education
Rep 8	information
Rep 9	information
Rep 10	education

**Table 12- Summary OFC- Agyenkwa FM Morning Show**

Programs	No. of Respond.	Percentage
Education	5	50
Information	5	50
entertainment	-	-
<b>Total</b>	<b>10</b>	<b>100</b>

**Table 13- Showing Functional Scale of Drive Time on the media**

Rep 1	entertainment	education	information
Rep 2	entertainment	education	information
Rep 2	information	education	Information
Rep 4	entertainment	information	education

Rep 5	education	entertainment	information
Rep 6	education	information	entertainment
Rep 7	entertainment	information	education
Rep 8	information	education	Entertainment
Rep 9	information	education	Entertainment
Rep 10	education	information	entertainment

**Fieldwork, 2016**

From table 9, out of the 10 respondents interviewed, four (4) of them representing 40% place entertainment 1<sup>st</sup> on the functional scale, one (1) representing 10% places it 2<sup>nd</sup> and four (4) representing 40% place it 3<sup>rd</sup> on the scale. With regard to education, three (3) people representing 30% place it 1<sup>st</sup> on the functional scale, five (5) respondents place it 2<sup>nd</sup> on the scale and two (2) representing 20% place it 3<sup>rd</sup> on the scale.

Thus, the Optimal Functional Scale of Agyenkwa FM’s Drive Time is represented in table 9 below:

**Table 14- Showing Agyenkwa FM Optimal Functional Scale for Drive Time**

Rep 1	entertainment
Rep 2	entertainment
Rep 3	information
Rep 4	entertainment
Rep 5	education
Rep 6	education
Rep 7	entertainment
Rep 8	information
Rep 9	information
Rep 10	education

**Fieldwork, 2016**

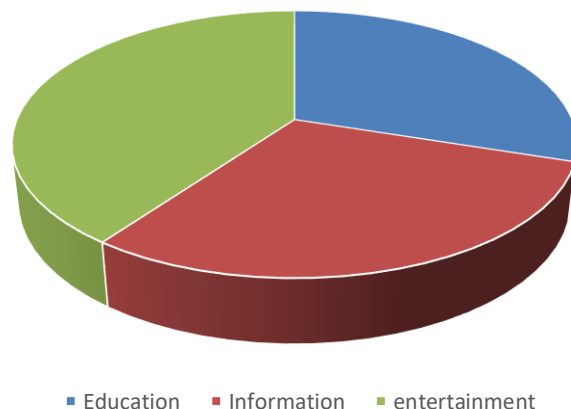
**Table 15 OFS- Agyenkwa FM’s Drive Time**

Programs	No. of Respond.	Percentage
Education	3	30
Information	3	30
entertainment	4	40
<b>Total</b>	<b>10</b>	<b>100</b>

**Fieldwork, 2016**

This is represented in the diagram below as:

Fig 5: OFS -Drive Time (Agyenkwa FM)



**WINNERS FM**

**Table 16 Showing Functional Scale of News Casting in the media**

Rep 1	information	education	entertainment
Rep 2	information	entertainment	education
Rep 2	education	entertainment	information
Rep 4	education	information	education
Rep 5	information	education	entertainment
Rep 6	education	information	entertainment
Rep 7	information	entertainment	entertainment
Rep 8	information	education	entertainment
Rep 9	information	education	entertainment
Rep 10	education	information	entertainment

Information from Table 10 indicates that out of the ten (10) respondents interviewed, four (4) of them representing 40% place education 1<sup>st</sup>, four (4) representing 40% place the program 2<sup>nd</sup> and two (2) respondents representing 20% place it 3<sup>rd</sup> on the scale. Six (6) people representing 60% place information 1<sup>st</sup>, three (3) representing 30% place it 2<sup>nd</sup> and one (1) representing 10% places it at 3<sup>rd</sup>. Three (3) respondents representing 30% place entertainment 2<sup>nd</sup> while seven (7) representing 70% place entertainment 3<sup>rd</sup> on the scale.

Thus, the Optimal Functional Scale of News Casting on Winners’ FM is represented in Table 11 below:

**Table 17 Showing an Optimal Functional Scale of News Casting on Winners’ FM**

Rep 1	information
Rep 2	information
Rep 3	education
Rep 4	education
Rep 5	information
Rep 6	education
Rep 7	information
Rep 8	information
Rep 9	information
Rep 10	education

**Fieldwork, 2016**

**Table 18 Summary of OFC; News Casting-Winners’ FM**

Programs	No. of Respond.	Percentage
Education	4	40
Information	6	60
entertainment	-	-
<b>Total</b>	<b>10</b>	<b>100</b>

**Table 19 Showing Functional Scale of Drive Time Winners’ FM**

Rep 1	entertainment	education	information
Rep 2	entertainment	information	education
Rep 2	education	entertainment	information
Rep 4	entertainment	information	education
Rep 5	information	education	entertainment
Rep 6	entertainment	information	education
Rep 7	information	education	entertainment
Rep 8	entertainment	education	information
Rep 9	information	education	entertainment
Rep 10	education	information	entertainment

**Fieldwork, 2016**

From table 12, five (5) representing 50% of the respondents interviewed put entertainment 1<sup>st</sup>, One (1) representing (10) places entertainment 2<sup>nd</sup>, and four (4) representing 40% place entertainment 3<sup>rd</sup> on the functional scale.

Two (2) of the respondents representing 20% put education 1<sup>st</sup>, five (5), representing 50% place education 2<sup>nd</sup>, and three (3) of them, place it 3<sup>rd</sup> on the scale.

With regard to the information, three (3), representing 30% place it 1<sup>st</sup>, four (4) representing 40% place it 2<sup>nd</sup> and three (3) representing 30% place it 3<sup>rd</sup> on the scale.

The optimal functional scale of Drive Time on Winners’ FM is represented in Table 13 below:

**Table 20 Representing Optimal Functional Scale of Drive Time on Winners’ FM.**

Rep 1	entertainment
Rep 2	entertainment
Rep 3	education
Rep 4	entertainment
Rep 5	information
Rep 6	entertainment
Rep 7	information
Rep 8	entertainment
Rep 9	information
Rep 10	education

Fieldwork, 2016

**Table 12 OFS- Drive Time- Winners’ FM**

Programs	No. of Respond.	Percentage
Education	2	20
Information	3	30
entertainment	5	50
<b>Total</b>	<b>10</b>	<b>100</b>

**WINNERS FM**

**Table 22 Showing the functional scale of Morning Show on Winners FM**

Rep 1	entertainment	information	education
Rep 2	entertainment	information	education
Rep 2	entertainment	information	education
Rep 4	education	education	information
Rep 5	information	education	entertainment
Rep 6	education	entertainment	information
Rep 7	entertainment	education	information
Rep 8	education	information	entertainment
Rep 9	entertainment	education	information
Rep 10	entertainment	education	information

In the above table, out of the ten (10) respondents interviewed, three (3) people, representing 30% admitted that they primarily listen to Winners FM Morning Show for education. Six (6) of them representing 60% says they listen for entertainment and one (1) person says his optimal reason for listening to the program is for information.

Five (5) of them, representing 50% listen to the Morning program as a means of getting an education as additional purpose to the ultimate function. Two (4) of them say they listen for information as a subsidiary program to the main function and one (1) person, representing 10% listen for entertainment as a second function to the ultimate one.

Three (3) respondents say education is the last purpose for listening to Winners FM Morning Show is for education. Five (5) representing 50% has information as the last of their purpose of listening to the Morning Program while two (of them say entertainment is their last purpose of listening to the Morning Show on Winners FM.

Thus, the Optimal Functional Scale of Morning Show on the station is shown in the table below:

**Table 23 Showing the Optimal Functional Scale of Morning Show on Winners FM**

Rep 1	entertainment
Rep 2	entertainment
Rep 2	entertainment
Rep 4	education
Rep 5	information
Rep 6	education
Rep 7	entertainment
Rep 8	education
Rep 9	entertainment
Rep 10	entertainment

**Table 24 OFP of Programs on Winners FM**

Programs	No. of Respond.	Percentage
Education	3	30
Information	1	10
entertainment	6	60
<b>Total</b>	<b>10</b>	<b>100</b>

**CLASSIC FM**

**Table 25 Showing Functional Scale of News Casting on Classic FM**

Rep 1	information	education	entertainment
Rep 2	information	entertainment	education
Rep 2	education	information	entertainment
Rep 4	entertainment	information	education
Rep 5	information	education	entertainment
Rep 6	information	entertainment	education
Rep 7	information	education	entertainment
Rep 8	information	education	entertainment
Rep 9	information	education	entertainment
Rep 10	information	education	entertainment

**Fieldwork, 2016**

From the table, out of the ten (10) respondents interviewed, eight (8) of them representing 80% place information at the 1<sup>st</sup> position and two (2) of them place it 2<sup>nd</sup> on the scale. One person places entertainment 1<sup>st</sup>, two (2) of them place it 2<sup>nd</sup> and seven (7) representing 70% place it 3<sup>rd</sup> on the functional scale. The table also indicates that one (1) respondent representing 10% places education 1<sup>st</sup> on the scale, six place it 2<sup>nd</sup> and three (3) of them place it 3<sup>rd</sup> on the scale.

Thus, the Optimal Functional Scale of News Casting on the station is shown in table 4.18 below:

**Table 26 Showing the Optimal Functional Scale of Newscasting on Classic FM**

Rep 1	information
Rep 2	information
Rep 3	education
Rep 4	entertainment
Rep 5	information
Rep 6	information
Rep 7	information
Rep 8	information
Rep 9	information
Rep 10	information

**Fieldwork, 2016**

**Table 27 Summary OFS- Classic FM**

Programs	No. of Respond.	Percentage
Education	1	10
Information	8	80
entertainment	1	10
<b>Total</b>	<b>10</b>	<b>100</b>

**Table 28 Indicating Functional Scale of Morning Show on Winners’ FM**

Rep 1	information	education	entertainment
Rep 2	information	education	entertainment
Rep 2	education	information	entertainment
Rep 4	entertainment	information	education
Rep 5	education	information	entertainment
Rep 6	information	entertainment	education
Rep 7	information	education	entertainment
Rep 8	information	education	entertainment
Rep 9	information	education	entertainment
Rep 10	information	education	entertainment

**Fieldwork, 2016**

Out of the ten (10) respondents interviewed, seven (7) representing 70% place information 1<sup>st</sup> and three (3) of them place it 2<sup>nd</sup> on the scale. Two (2) respondents representing 20% place 1<sup>st</sup> on the scale, six (6), place it 2<sup>nd</sup> and two (2) of them place it 3<sup>rd</sup> on the scale. One (1) person representing 10% places entertainment 1<sup>st</sup>, one (1) representing 10% places it 2<sup>nd</sup> while eight representing 80% place it 3<sup>rd</sup> on the scale. Thus, the Optimal Functional Scale of Morning Show on Winners’ FM is represented of table 17 below:

**Table 29 Showing Functional Scale of Morning Show on Winners’ FM**

Rep 1	information
Rep 2	information
Rep 3	education
Rep 4	entertainment
Rep 5	education
Rep 6	information
Rep 7	information
Rep 8	information
Rep 9	information
Rep 10	information

**Fieldwork, 2016**

**Table 30 FS of Morning Show- Winners’ FM**

Programs	No. of Respond.	Percentage
Education	2	20
Information	7	70
entertainment	1	10
<b>Total</b>	<b>10</b>	<b>100</b>



**Table 31 Indicating the Functional Scale of Drive Time on Winners’ FM**

Rep 1	entertainment	education	Information
Rep 2	entertainment	information	education
Rep 2	education	information	entertainment
Rep 4	entertainment	information	education
Rep 5	entertainment	education	information
Rep 6	entertainment	information	education
Rep 7	entertainment	education	information
Rep 8	entertainment	education	information
Rep 9	information	education	entertainment
Rep 10	entertainment	education	information

**Fieldwork, 2016**

Out of the ten (10) respondents, eight (8) of them place entertainment at the base of the purpose of listening to the program and two (2) of them place it 3<sup>rd</sup> on the scale. Only one (1) person representing 10% place education 1<sup>st</sup> priority, Six (6) representing 60% place it 2<sup>nd</sup> and three (3) representing 30% place it 3<sup>rd</sup> on the preference scale. Only one (1) respondent representing 10% puts information 1<sup>st</sup> on the scale, four (4), representing 40% place it 2<sup>nd</sup> and five (5) representing 50% place it 3<sup>rd</sup> on the scale. Thus, the optimal functional scale of Drive Time on Winners’ FM is illustrated in Table 18 below:

**Table 32 Showing the Optimal Function Scale of Drive Time on Winners’ FM**

Rep 1	entertainment
Rep 2	entertainment
Rep 3	education
Rep 4	entertainment
Rep 5	entertainment
Rep 6	entertainment
Rep 7	entertainment
Rep 8	entertainment
Rep 9	information
Rep 10	entertainment

**Fieldwork, 2016**

**Table 33 OFS- Drive Time on Winner’s FM**

Programs	No. of Respond.	Percentage
Education	1	10
Information	1	10
entertainment	8	80
<b>Total</b>	<b>10</b>	<b>100</b>

**Preference Scale**

The foregoing analysis reveals that the two main languages used in the media reportage of the three media houses used in this study are English, the official language and Akan, the lingua franca. The study finds out the preference of listeners of the two languages. Table 18 below represents the results of the information gathered:

**Table 34 Showing language preference of Ghanaian radio listeners**

Language Preference	Number of Programs	Percentage
English	10	34.48
Akan	19	65.52
<b>Total</b>	<b>29</b>	<b>100</b>

Fieldwork

It is seen from the table above that out of the twenty-nine (29) programs hosted in the three media houses used in this study, ten (10), representing 34.48% are hosted in English, the official language in Ghana while nineteen (19), representing 65.52% are hosted in Akan, the lingua franca of the country.

This is represented in the diagram below:

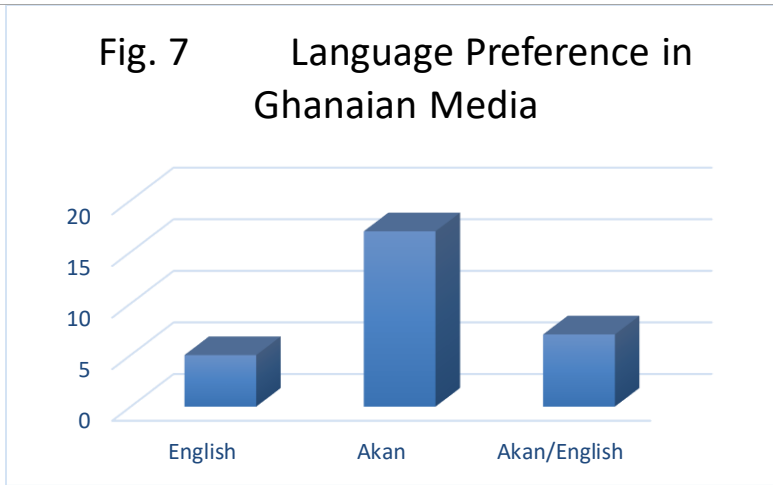


**Table 35 Showing language preference of Ghanaian radio listeners**

Language Preference	Number of Programs	Percentage
English	5	17.24
Akan	17	58.62
Akan/English	7	24.14
<b>Total</b>	<b>29</b>	<b>100</b>

Fieldwork

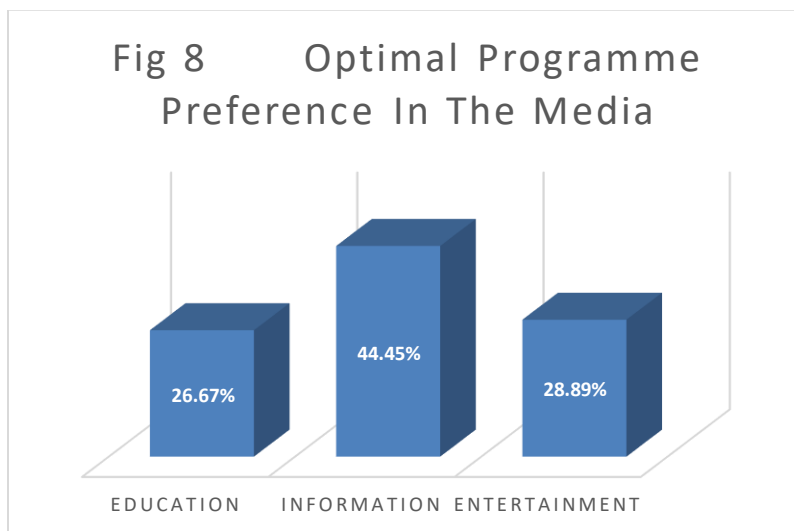
This is represented in the diagram below:



**Table 36 Showing the optimal preference of program in the media**

Program	Optimal Number of Respondents	Percentage
Education	24	26.67%
Information	40	44.45%
Entertainment	26	28.89%
<b>Total</b>	<b>90</b>	<b>100%</b>

This is represented in the diagram below:



### 8.1 Emerging Trends of Using English in the Ghanaian Media

#### *Language Mixed*

Language Mixed refers to the use of more than one language in the same program. It involves codeswitching, codemixing, lexical borrowing, and pidginization. It is a common phenomenon in Ghanaian media today. This is as a result of the polarization of local languages in the media and the long use of English as the official language. One of such linguistic phenomenon is seen mostly in the advertisement of goods and services. One of such situations is the popular latex foam advertisement on ASTA FM on Saturday, August 13, 2016.

Seesie a yadeε adɔsɔ yi deε,  
sɛ wote sika to bronɪ waawu  
**matreess** biara kɛkɛ a, εyɛ hu o.  
Sɛ εyɛ bronɪ wawa ataadeε mpo a,  
anka agya wobesi.  
Saa **mattress** dada yi, ebi firi **garage**,  
**prison**, **hospital** εne **mortuary** mpo.  
Sɛ wotɔ, a *je dey do yourself*.

It is dangerous these days to buy second-hand mattress  
This because diseases abound. If it were to be a second  
Hand cloth, you will wash.

Some of these old mattresses are from the garages,  
prisons, hospitals and even mortuaries. If you buy them,  
You invite problems to yourself.

The linguistic struggle between the lingua franca and the official language that has characterized the media has also resulted in the use of different phenomena. One of such phenomena is borrowing. It is believed that “there is a continuum from relatively minor borrowing under to major borrowing in various societies. This is typical in Ghana with the use of English. The over a decade use of English language in the media and the strong cultural influence of Akan, the dominant language, has resulted in a significant level of structural diffusion in the media today. There is a “very strong cultural pressure” (using Thomason and Kaufman’s borrowing scale). This is evident even in the names of Ghanaian towns and cities, food and clothing among others. One could hear the name “Koftown” being referred to “*Koforidua* or *Koforidua town*, fried rice, T-shirt among others in the language of the media today.

#### *In-Coding*

The researcher also identified a situation where two people engage in a conversation, one uses one language other than the other but one of them uses another language amidst the one he is using in the conversation. I refer to this as *In-Coding*. This was mainly observed in the advertisement in

the media. A case in point is Dr. Marina's 'Health Solution' advertisement on ASTA FM on Saturdays at 6:45 am. Here, Dr. Marina uses English to advertise her services. When she finishes with one or two sentences, an interpreter continues in Akan. This continues until the end of the advertisement.

### ***Semantic Extension***

Another language contact phenomenon that was identified with the media regarding the use of English language is a semantic extension. There are situations where meanings of English words in Ghanaian contexts have assumed different meanings from the native speaker's usage. The following are some semantic extensions identified in the language of the media with respect to the use of English:

- a. bomb: formal usage (n) -: refers to a weapon that explodes and is used to kill or hurt people or damage buildings.  
e.g. The bomb he fired, took hundreds of lives.

Media language: bomb- (v)-: used to express failure or bad performance in examination.

e.g. He wrote his exams and bombed. "He wrote the exams and failed"

- b. chop: formal usage (v)-: to cut into pieces with a knife or a sharp instrument

Media language: (v/adj): to eat

e.g. i. I am talking about men who do not provide chop money in the house.

ii We will come and chop fufu in the evening.

### ***Multilingualism and bilingualism***

English in the media has rendered many, especially the media workers, to the use of two or more languages. In most of the media houses, the ability to use two or more languages is a requirement for employment as a media worker. This provides great opportunity mostly for phone-in programs. It enhances the presenter's presentation, especially during phone-in segments. This is in view of the fact that people from different cultural and linguistic background may call to contribute to the program. Having knowledge in different languages is thus, an added advantage to the presenter.

### ***Diglossia***

Ferguson (1959) defines diglossia as 'a relatively stable situation in which in addition to the primary dialects of the language (which may include a standard or regional standards). According to him, there is a very divergent, highly codified (often grammatically more complex) superposed variety, the vehicle of a large and respected body of written literature, either of an earlier period or in another speech community, which is learned largely by formal education and is used for most written and formal spoken purposes but is not by sector of the community for ordinary conversation".

Fishman, on his part, defines the phenomenon as 'all kinds of language varieties which show the functional distribution in a speech community'. He further adds that 'it is a sequence, described as a number of sociolinguistic situations, from stylistic differences within one language or the use of separate dialects to the use of separate languages'.

The term has gone through various forms of definitional metamorphosis which is interpreted to mean a situation, in a speech community where two languages exist and each of them is used for a particular function. There is an emerging trend of diglossia used in Ghanaian media. This study reveals a predominant of diglossia between Akan, the lingua franca, and English, the official language in the country. From the data collected, it is evident that most of the programs designed to educate are presented in English whereas information and entertainment programs are mostly hosted in Akan.

**Coding** – this is a situation where two people engage in a discourse, each one uses entirely different language from the other. This phenomenon is mostly used in news’ interviews. In most cases, a newsman may use a local language in asking an interviewee to elaborate on an issue. If the interviewee does not have enough control over the use of the local language, he chooses to use English.

**Mixed dialect**- One linguistic phenomenon identified in the media of Ghana today is the use of mixed dialects. The use of American pronunciation amidst the Received Pronunciation, the British is a common feature especially, in the Morning Shows, Drive Times and Sports presentations. American and British English are used interchangeably. Such emerging trends include:

- i. The description of buildings- 1<sup>st</sup> floor etc.
- ii. Vocabulary- program/ program
- iii. Academic terminologies – faculty, etc.
- iv. Pronunciation- water, bottle, Britain etc.

## 9. FINDINGS

- i. There is a kind of diglossia about the purpose and language use in the media especially with regards to the use of English language. Most of the programs that are purposed to teach are done in English.
- ii. Akan, the lingua franca in Ghana is gradually taking over the media landscape as most of Ghanaian populace prefer programs hosted in local languages to those presented in English.
- iii. The use of mixed languages such as codemixing and codeswitching has been dominant in the media landscape today.
- iv. Unlike English language, the future of the local languages in the media is brighter.
- v. English used in the media poses a great challenge to some people who do not understand and use the language.
- vi. There is a kind of correlation between the purpose of a media program and the language used.
- vii. Most of the media programs today are designed to perform more than one purpose.
- viii. The purpose of a media program may not be equivalent to the purpose for which the people listen to the programs.
- ix. Ghanaian media has a great influence on the people as most of the people use it in diverse ways to contribute their quota to the development of the country in diverse ways.

## 10. RECOMMENDATION

Based on the findings of the on-going discussions, I wish to recommend the following:

- i. Successive governments should have the political will to develop the various indigenous languages and back them by law to be used in the media. This is because most of the people prefer programs done in local languages to English, the official language.
- ii. There is the need to have good language planning concerning the media. The present situation is so fragile and does not support the development of the local languages. This is because good language planning is the best way to enjoy linguistic emancipation. And this is a way of achieving socio-economic development.

## 11. FURTHER STUDY AND RESEARCH

In view of the wider scope of the research topic, as already indicated, a chunk of the information on the subject was left uncovered. Such areas will be looked at in my next models in this program. In the subsequent programs, the following topics will be under consideration:

- a. English in church magazine: the scope and effects on the believer's lives in Ghanaian societies- In the context of Ethnography
- b. English and the print media in the 21<sup>st</sup> century- Effects in the socio-economic lives of Ghanaian people.
- c. A detailed study should be made on the effects of English use on Ghanaian electronic media on indigenous languages.
- d. The language of the TV medium can also be looked at.

## 12. CONCLUSION

There is a shift of preference of language used in the radio in Ghana towards Akan, the lingua franca in the country. This indicates that the local languages are taking over the media landscape in Ghanaian society. Thus, the country is experiencing linguistic emancipation in the radio transmission from the grip of English, the official language.

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