The ability of the media to use its content as a tool for encouraging inclusiveness is the main concern of this study. The focus is on the diversity of media content, and the view that media content diversity is a critical component of media's function. This is in light of the fact that most developing countries lack modern communication infrastructure to provide multiple media channels that can serve the narrow interests and views of their diverse social groups. Therefore, the few media institutions in operation must use their content to satisfy the communication needs of the different diverse groups within the country. The study argues that in spite of the existence of elaborate legislative mechanisms to assist the media achieve an appreciable level of content diversity, certain factors like ownership pressures impede the achievement of this task.

This two-part study involves the analysis of two of Ghana's leading newspapers, the Daily Graphic, which is a state-owned media, and the Ghanaian Chronicle, privately owned newspaper. The study uses two methods to analyse the content of the newspapers. First, a content analytical method is used to collect and quantify data from the newspapers as to the extent of reflections and representations of social issues. Then, the qualitative form of assessment is used to analyze the newspapers' content for the styles, format and forms they papers use in representing the social issues. The study asks some of the following questions: what is the extent of reflection and representing of the diverse issues in this newspapers? Which social issues do the two newspapers prioritise? Who are the principal news actors represented by both newspapers and what are their gender characteristics? The analysis reveals that the relationship between the media and their owners tend to influence the stance they take in representing issues. Such that privately owned newspaper often take an opposing and more combative stance in representing issues related to government. While the state-owned newspaper preferred to remain neutral or passive in its representations. Denis McQuail's various literature on media performance, including John Merrill, Everette Dennis and Louis Hodges' discourses on media functions in society are just a few of the literature that influence the arguments in this study.

Avainsanat-Nyckelord-Keywords
content diversity
media representation
media reflection
accountability
social responsibility

Säilytyspaikka-Förvaringsställe-Where deposited
Muita tietoja-Övriga uppgifter-Additional information