

The effect of global media on Ghanaian local media: A study of selected television stations

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DEDICATION

This work is specially dedicated to the loving memory of the late Victor Kwame Nkansah and Michael Kofi Osei, your investments paid off! It is also dedicated to my wonderful and loving sister and her husband – Stella Dzigbordi Nkansah and Dorsu Wisdom for their kind support and encouragement every step of this journey. To all my friends who in one-way or the other helped me come thus far, this work is dedicated to you. And above all, this study is graciously dedicated to God Almighty for his mercies and endless love.

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ABSTRACT

The world we live in today is becoming increasingly interconnected, interdependent and to some extent inegalitarian. This can be attributed to globalization, and this has increased and accelerated the shrinkage of time and space. One of the factors that has been deemed very pivotal to the process of globalization is the mediation of communication flows. The advancement, development, and proliferation of new and improved digital technologies as well as satellite has resulted in an increased dissemination of images, ideas and information to parts of the world that are distant and have diverse cultures. These technologies have resulted in the creation of a networked society which has made the role of communication as well as the flow of information central in the globalization process.

Communication and journalism researchers have been concerned about the rise in transnational media corporations and the degree to which the news values, news flows and media culture of the western news agencies have resulted in the homogenization of world media. Thus, this study sought to understand the impact of global or international media agencies on news production by local television networks in Ghana. The study employed qualitative content analysis of two international media organizations – BBC and CNN and five Ghanaian television media – Citi Newsroom, Joynews, GhOne TV, TV3 and Metro TV to respond to the first research question of the study. To address the second research question, the study collected data from fifteen media personnel in Ghana through in-depth interviews.

The findings of the study established that Ghanaian television networks mirrored news production and presentation styles and structure of international news agencies. Also, the study discovered that media personnel in Ghana acknowledge the influence of international news agencies on news production and distribution at the local level and further indicate that there are both positive and negative elements of global media on news production and distribution at the local level.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter provides a background into the study and justifies the need for a research enquiry focused on the Ghanaian media landscape, focusing primarily on news production and distribution by television networks. The chapter also highlight the overarching research objective that underpins this study as well as the research questions that will guide the study. The chapter concludes with a discussion of the organization of the study as well as its significance.

1.1 Background of the Study

The world we live in today is becoming increasingly interconnected, interdependent and to some extent inegalitarian. This can be attributed to globalization, and this has increased and accelerated the shrinkage of time and space (Harvey, 1999). The process of globalization has resulted in the intensification of the consciousness of the world because of minimal impacts of time and space. One of the factors that has been deemed very pivotal to the process of globalization is the mediation of communication flows (Giddens, 2005). The development, advancement, and proliferation of new and improved digital technologies as well as satellite has resulted in an increased dissemination of images, ideas and information to parts of the world that are distant and have diverse cultures (Cottle, 2009). Additionally, the introduction of the worldwide web and mobile phones as well as other internet assisted technologies and devices have become sources of interactivity and connectivity among people all over the world. These technologies have resulted in the creation of a networked society which has made the role of communication as well as the flow of information central in the globalization process (Castells, 2007). Communication and journalism researchers such as Galtung and Ruge (1965) as well as McBride (1980) have been concerned about the rise in transnational media corporations and the degree to which the news values, news flows and media culture of the western news agencies have resulted in the homogenization of world media.

As argued by Christopher Dixon, a media analyst, the current wave of media globalization has resulted in the creation of a global oligopoly where there are a handful of multinational media

organizations that are in control of the worldwide media properties (McChesney, 2005). In furtherance of this argument, Compaine (2005) contend that there are nine global media from a variety of countries as major players in the media globalization process chiefly among them being the BBC, CNN and Aljazeera.

Different paradigms have been developed to understand the dynamics of media globalization. The first, which is the global dominance paradigm is deeply rooted and established in international communication studies will be the point of reference for this study. Researchers in this paradigm such as McChesney (1999), Thussu (2003) have understood news, media and journalism through the eyes of a geo-political economy that understands the transnational media organizations and global media agencies based in the west as being advantaged due to their positions in the media market, producing the media cultures that are internalized by other players in the media market. There has been an increase in corporate media ownership concentration as well as conglomeration due to economic liberalization policies such as deregulation, privatization, transnational corporate expansion and the exploitation of digitalization and communication technologies (Murdock, 1990; McChesney, 1999). This has led to a colonization of the global media landscape resulting in cultural imperialism (Nordenstreng & Varis, 1974). Exemplifying this argument, Thussu (2003) contends that there is an ongoing process of ‘CNNization’ in television where some leading American and other western media networks like CNN and the BBC dominate media cultures by setting the agenda with the smaller and regional players adopting some of these models of media production. Some scholars argue this leads to the universalization of journalism and media, seen in the accelerated rate of adoption by national and regional media organizations, thereby homogenizing news content and news production structures around the world (Cottle, 2009). This lends credence to thoughts among some researchers about the process of globalization being a platform for the accentuation of efforts to expand capitalism and the westernization of culture (Cottle, 2009). Considering the above, Herman and McChesney (1997) argue that these western and global media serve as “missionaries of corporate capitalism”.

Globalization has been well researched by many scholars. It has upended several aspects of life ranging from social, political, and economic. It is contended that one of the factors that has served as a drive in the globalization process has been electronic media, telecommunications sector as well as the internet. Siochru (2004) indicates that the internet, media and telecommunications are

the biggest drivers of globalization and are the factors responsible for the sustenance of globalization over the past decades. The production and dissemination of media texts has assumed a global outlook where global media organization have been argued to influence and dominate media culture. As a result, a phenomenon known as media globalization has been used to refer broadly to how the production of news content has assumed a global outlook, resulting in significant changes or influences being created to media production at the local or national level (Sundaram, 2005). Like many other developing countries, Ghana's media landscape has undergone several evolutionary phases. With globalization scholars establishing that the world of media and communication has been impacted strongly by the wave of globalization, making the media the fundamental driver of globalization, there is the need for an empirical enquiry into the impact that the global media giants have had on the national and local media. Some arguments, as will be explored in greater detail in due course, have indicated that globalization has impacted strongly on the institutional frameworks, ownership patterns, business operation, newsroom practice, content and news management methods of local media organizations. However, it is the position of this researcher that some of the impacts and effects of globalization on local media cultures are contextual, although there may be semblances that cut through. This inspires the need for diverse multicultural studies to provide a rich source of literature on this topic that has been increasingly debated by several scholars.

Local television networks in Ghana have been observed to have semblances of global media production in the processes of gathering and dissemination of information. This study seeks to contribute to the ongoing debates about the dominance of global media cultures on local media cultures by examining how some television networks in Ghana have been affected by international media. The media ecology in Ghana just like other media environments has undergone several evolutionary phases. The privatization and deregulation of the media in Ghana has seen a growth in the number of media organizations in operation today. Being a developing nation and touted as the players who adopt and help universalize the media culture created and used by the global media giants, this research seeks to understand how the practices of global media have influenced the practices of local television networks in Ghana.

1.2 Statement of the Problem

Television is a very important medium in the scholarly debates surrounding media globalization and the communication and information flow from the global media organizations to the national. Television is the best medium to understand the effect of medial globalization due to its proliferation around the world and its multilayering with elements that are local, regional, national, global. These layers are determined by the transnational societies that are brought together by language and some cultural values (Straubhaar et al., 1997).

Thompson (1995) submits that television provides the avenue for the study of the increased permeation of media products due to its expansion globally. It is the most engaging mass media platform according to Okigbo and Amienya (2003) in Africa as well as other regions in the world. Focus on television programming and audience research will prove useful in examining the effects of media globalization within the African context since television has become integral to the interactions between societies, cultures, individuals as well as institutions (Okigbo & Amienya, 2003.) There is a growing pattern where television programmes have been dominated by programmes from a few countries, the origin of most of the global media corporations (Varies, 1984).

The study of the Ghanaian television media provides an empirical reference to the assessment of the impact of global media on local media. A more specific assessment of the Ghanaian media carried out by Nuviadenu (2004) which focused on the international flow of programmes on Ghana Television. The study was underscored by the deficiency of the African and Ghanaian perspective in a conference held in 2000 that spoke to the increasing growth of television as the most preferred medium and television was being affected by globalization on the production of local content. This was found to be dependent on the geographic and political location. The qualitative study analysed the content of the television programme guides of the nation's state broadcaster and revealed that some of the programmes of some global media organizations were adopted by the station. The study also revealed a high number of global programmes on other television platforms like TV3, Metro tv, and Crystal Tv, even more than local programmes. Although the study contributed significantly to the debates surrounding the dominance of global media content on local television outlets, the findings do not speak to other aspects of the media culture such as the management of the organization, newsroom practices, news and content production and distribution, among others.

This study seeks to expand on these findings by presenting a more current empirical analysis of the effect of global media on local television media. This study will go beyond the localization of global media content to examine the factors of global media that have influenced the media cultures of the selected local television networks.

1.3 Objective of the Study

The overarching objective of this study is to understand the impact of global or international media on news production by local television networks. This is in recognition of the knowledge that, earlier studies and accounts of scholars have advocated that there is a form of media imperialism created by global media networks and conglomerates where the media culture of local media are strongly affected by global media cultures. Specifically, the study seeks to achieve the following objectives:

- i. Understand the extent to which local news programmes reflect global media news production.
- ii. Evaluate the positive and negative effects of global media impact on local news production from the purview of local media professionals.

1.4 Research Questions

The study seeks to answer the following research questions.

- i. To what extent do local news programmes reflect global media news production?
- ii. According to the local media professionals, what are the positive and negative effects of global impact in news production?

1.5 Justification and Significance of the Study.

The impact of globalization on media has been an area that has received a lot of attention from scholars and researchers alike. Most empirical studies have revealed that, not only have media production become interconnected worldwide, but there is an increasing influence of multinational corporations over local media, setting the tone for media elements such as professionalism, production, programming and even content. Boyd-Barret (1977) extends the argument to cover

elements such as ownership, structure, and distribution of media content. This is cemented by the desire of local media to increase their marketability of the distribution of media products, especially television programming.

Although a lot of studies have primed the impact of global media giants on local media, one important element seems to be missing. In Ghana, a few studies have tried to assess the influence of global media in local television programmes, but its focus has been multifaceted. For instance, Dsane-Laryea (2019) examined the concept of glocalization by focusing on one of Ghana's most watched telenovelas "Kumkum Bahgya". Similarly, Nuviadenu (2004) examined the adoption of foreign programmes into local television programming in a period where television was becoming increasingly ubiquitous.

News is one important element of media products and serves as a basis to properly navigate the impact of global media processes on local television programming. The closest assessment of global media and local media relationship in terms of news is an assessment by Akagu (2020) of the economic, political and cultural implications of negative reportages of developing nations by global news agencies, focusing on Nigeria. Although this study entrenches the understanding of the global-local media relationship, it is deficient in explaining how global news production influence local news production and what the broader effects of this influence produces. Epstein (1974) in an assessment of three major television networks assessed how news gathering and production was structured and revealed that, there existed slight differences in processes employed in the production of television news. This study lends credence to relationship of impact on news production and buttresses the need for an empirical study of this nature that seeks to examine the extent of the impact of global television news networks like the BBC and CNN on local television news organizations such as Tv3, GhOne, Citi Newsroom, MetroTv and Joy News. Through a content analysis of sampled television programmes in the listed organizations, the researcher would unravel the patterns in news broadcast, revealing the similarities and differences. The interviews with the media professionals from the local media organizations would help throw more light on the rationale behind the adoption of global news practices and how impactful (positive and negative) this has been on them.

This study will bring together insights from local news organizations in Ghana in the assessment of the impact of global news production on local media and the effects of these impacts. The

findings of this study offer a significant and timely contribution to the existing literature by offering key insights to prospective researchers to advance knowledge within this domain. The researcher is certain that, the findings of this study will be consequential to the debates around media and globalization, particularly on the issues concerning the globalization of media by narrowing in on an essential media element: news production. The findings can also inspire further studies into this domain of media globalization.

1.6 Organization of the Study

The study is organized into five chapters. Chapter one is an introductory chapter which espouses the contextual framework of the study. The chapter discusses the background of the problem, problem statement, research questions, research objectives, significance of the study. The second chapter is themed literature review. This chapter is centred around the analyses and discussion of literature that are relevant to the problem or phenomenon under investigation. The chapter explores the theoretical underpinnings of the study, as well as the discussion of key concepts. Lastly, the chapter reviews and discusses other related empirical studies. Chapter three looks at the methodology to be adopted to complete a study of this nature. The research design and orientation are carefully explored, justification given for the selected research method, data collection method, population, and target sample. The sampling technique is aptly explained and how data collected is treated and analysed. Chapter four is dedicated to the presentation and discussion of findings in tandem with the key research questions, and in conjunction with relevant literature in chapter two. Chapter five which happens to be the last chapter focuses on the summary of the study, conclusions, and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section of the research covers the literature review. The chapter focuses on reviewing different literature that corresponds with key concepts such as globalization, media globalization, and glocalization of content. The chapter also focuses on reviewing relevant empirical studies on the topic of local media adaptation of foreign media content, style and structures. Finally, the chapter reviews the Media Globalization theory with a critical focus on media imperialism as the theoretical foundation of this study.

2.1 Globalization

Over the past few decades, the concept and idealization of globalization have taken centre stage in a lot of geopolitical discussions. The concept of globalization has hence become a rather blistering topic for discussion with many controversies concerning its relevance and practicability (Arpe, 2012; Ocampo, 2002). Much of the talk of globalization's notoriety and controversy has often surrounded the debate on the concept's pros and cons (Sporer, 2000; Manolica & Roman, 2013). Some scholars have stressed the relevance of developing a global village that encapsulates socio-political aspects of many diverse nations and cultures into one (Pricop & Tantau, 2003; Thomson & Strickland, 1995). Meanwhile, other authors have looked at and discussed the negative implication of such macro-level convergence of nations. In fact, the discussions on globalization have covered how and why such politico-economic constructions can create an unfavourable atmosphere for the development of some nations while other nations become continually enriched (Weidenbaum & Batterson, 2001; Amartya, 1970). Regardless of one's stance on the topic, however, what remains is the pervasive nature of globalization and the fact that to a rather large extent, the concept cannot be avoided neither can it be ignored in global politics, media and socio-economics scholarship.

While the concept of globalization is complex and hence has a multi-faceted approach to its definitions, its essence covers the idea that a global village exists in which national or nation-state segregations become impossible (Cuturela, 2012). Globalization is simply a system or structure of

systems where there exist constant interactions with different countries for the purpose of development (Hopkins, 2004; Robertson, 1992). The concept covers the integration of nation-state politico-economic structures and systems all over the world. Essentially, globalization involves an integration of technological, economic, political, media and socio-cultural exchanges. The concept explains the interactions of integrated world systems where different people and systems across the world are integrated into a single common world (Shahzad, 2006). This is often facilitated by the advanced natures of recent technology in the areas of communication, transportation and infrastructure. The concept of globalization can therefore be stated to be possible as a result of advancements in technology (Archibugi & Pietrobelli, 2003).

Thus, as the world began to see new and advanced technologies in transportation, the mobility of humans and capital became easier. Similarly, advancements in the areas of communication also ensured the free flow of information across the new global village (Skare & Soriano, 2021). Since the 1980s when discussions on the concept become rife as a result of the prevalence of computer technology that facilitates cross-continental communications, the idea of globalization has become inevitable with some scholars describing it as an unavoidable phenomenon that has reshaped the entire world (Sporer, 2000). Sporer (2000) underscores that while globalization has become quite pervasive in recent times, its roots run as far back as the early days of industrialization through to the large-scale wave of modernization and post-industrialization that was experienced across the globe.

At its core, the concept of globalization, within the literature, is highly characterized by economic notions. Hence, authors consider the integration of nation-state trade systems and cross-border investments as an essential characteristic that has underpinned all other forms of globalization (Sporer, 2000). The concept of globalization is therefore embedded in the ideas of international trade which has been made possible by the global integration of nation-states. A critical issue that can be discussed to greater length is that of the internationalization of companies, business ideas, trade laws and policies as well as investment policies. As a result of the global expansion of businesses and firms into new regions, and nation-states opening up trade borders to receive such expansion and investments, globalization in some instances, has become the bane of many national economies (Katerina & Aneta, 2014). To some scholars, the relevance attached to economic levels

of globalization has impacted on other forms of globalization such as politics and even most importantly and for the benefit of this study, media (Milner, 2018).

Now more than ever, firms are more interested in expanding their business into other regions and nations. With such expansions come crucial globalization elements such as cultural globalization and political globalization. Cultural globalization on one hand, is the existence of a globally shared set of values and beliefs. These values and beliefs are created and shared around the world (Castells, 2009). The creation of what has become known as *popular culture* or *pop culture* has there become a key element in discussions of globalization in a larger context (McGaha, 2015). Political globalization on the other hand captures the extent to which nation-states become politically connected which leads to the emergence of governments at the international levels (Reich, 1998).

Within the discussions of globalization in general, it must be noted that the media, both as a communicative technology and as product and content play critical roles. Much of the successes of economic, political and even more importantly cultural globalization is attributed to the media, which in itself is seeing some dynamic expressions of the concept of globalization. Thus, as the media continues to be globalized within itself, it stretches its impacts to the actualization of economic, political and cultural globalization. Meanwhile, other scholars have rightly argued that the reverse which sees media globalization being a product of economic, political and cultural globalization also holds some significance for discussions (Matos, 2012).

2.2 Media and Globalization

The media and for that matter journalism, cannot be understood fully without globalization. Today, the mass media are seen as playing important roles in globalization through the facilitation of cultural changes and serving as sources for the multiple flows of information and image between countries through international news broadcasts, television programming, film, music and new technologies (Reese, 2009). It has been argued quite convincingly that the media facilitates the ideas of globalization. Furthermore, globalization within the media has led to an increase in information flow and access across the globe (Thussu, 2010:221; Devereux, 2013).

The media and globalization have become two concepts that have been closely linked with each other in the past few decades. The discussions of these two concepts have been such that authors

have focused on a symbiotic relationship between these two. Within this, authors have expressed that media has critical implications for globalization, while the concept of globalization also has crucial implications for media across the world. The idea of media globalization is hence a rather broad topic that captures the essence of globalization across media forms, types, systems and products (Compaigne, 2005). McChesney (1999), Thussu (2006), as well as Devereux (2013), account that the core of media globalization is actuated by the influx of transnational and multinational corporations. This ensures the growth and multiplicity of a few media organizations scattered across the globe with a critical focus on media monopoly and content concentration and duplicity.

The role of the media in enhancing globalization cannot be disputed. Within media studies, authors are interested in understanding how global media enhance multiple flows of information between nations in a boundless manner. Hence, media studies are often interested in how media products, contents and to a large extent systems permeate different nations and how local products become internationalized. The interest also concerns how media organizations as a result of exposure to other media systems, develop organizational systems, cultures and physical structures that mimic other media structures elsewhere (Ndlela, 2009; Christians et al., 2008; Devereux, 2013).

Before the 1990s, mainstream media organizations were largely national in scope. Thus, mainstream media organizations were interested in covering and reporting issues within the scope of their geographic areas. However, the prevalence of globalization facilitated by increasing advancements in technology and the spread of capitalism has ensured that media organizations become more internationalized. This internationalization of media is experienced in not only content or media products but has ensured that local media mirror the physical nature, outlook and systems of other media cultures across the globe (Matos, 2012).

A look at mainstream media in recent times will reveal that even the most rigid forms of media that are nation-state focused are tempted to engage an international approach to their coverage of issues (Matos, 2012). Often expressed in content, language or style and physical outlook, there is the indication that the media itself has experienced some levels of globalization (Yazdanpanah, 2022; Lyons, 2011). This is not a recent phenomenon. The emergence of the telegraph which facilitated the flow of information across borders signalled the free flow and boundless transmission of information through the media (Matos, 2012; Wnzlhuemer, 2012).

The 18th and 19th centuries also saw the proliferation of renewed forms of media that allowed for improved free flow of information. Coupled with this, the prevalence of the establishment of international news agencies in different nations made way for what has become high levelled globalization of local news. To this effect, Reuters which was one of the earliest examples of global media agencies experienced heightened levels of significance within the global media space (Thompson J. , 1995).

Head, Spann and McGregor (2001) note that the wave of media privatization and deregulation that greeted Europe and other parts of the world ensured that the globalization of media content gained some momentum. As such, as media systems in Europe and the America became more privatized and free market replaced rigid media systems, media organizations did not only find interest in media diversification and conglomeration. Huge media organizations began to create media content outside of their local reach for a global audience. The establishment of media organization agencies and franchises in other nations became quite rampant. Developing nations on the other, experiencing waves of media freedom and pluralism themselves, while accepting the establishment of these new organizations consume content created by the organizations or become content for exportation to these organizations' mother firms (Head, Spann & McGregor, 2001).

Discussions on media and globalization is often populated with issues of cultural imperialism. Thus, the internationalization of media products, contents and structure is often discussed through the lens of cultural imperialism. Within this context, the media is seen primarily as the vehicle for the transmission of cultures across boundaries in a globalized world (McChesney, 2005). Furthermore, scholars contend that the media's role in the globalization discussion is to enhance exposure to new cultures and in a way create globalized societies with distinct popular cultures (Shabir, Safdar, Jamil, & Bano, 2015). In this regard, the media is seen as a carrier of foreign symbols, ideas and characters. These contents over time infiltrate local cultures. This has accounted for significant portions of the debate on the role of the media within globalization (Amartya, 1970).

2.3 Globalization and Local Media Content

The effect of globalization is, to a large extent felt more within the field of media production and content distribution. One of the core points of discussions on the topic of media globalization is the tendency of global media superpowers to affect local content (Reese, 2010). Many authors contend that the ease at which corporations establish media bases in other nations and the prevalence of these establishments have ensured the ease of flow of media content from global media superpowers to local media (Shabir, Safdar, Jamil, & Bano, 2015; Sari, 2019). While this phenomenon primarily has economic underpinnings, media globalization has significant implications on the content that local media produces (Thompson, 1995).

The discussion often centres on the idea that global media giants often influence the content, form, and style of media production in local media (Olausson, 2013). Some authors contend that the reverse is rarely true (Hafez, 2009; Thussu, 2003). As a result, the relationship between global media content production and local content is uncommonly symbiotic. Here, there is a two-way flow of content influence (Avle, 2014). However, it is undeniable that media forms, style and content of the West have higher influential power over the way news, movies, and other media products are created in the third world nations (Trappel, 2019).

Wasserman (2014) underscore that the unequal flow of content from the top global media organizations to local media which often leads to some forms of imperialism of the local media is a result of the ease of access to the content from such global media superpowers. As local media organizations increasingly have access to content from first world nations, they tend to mimic these contents, contextualize them to make meaning in the local settings or simply report them as they are (Matos, 2012). International news agencies such as Reuters, BBC, CNN, and Aljazeera among the likes, have been observed by researchers as contributing immensely to these forms of unequal flow of media content to local media (Wasserman, 2014; Olausson, 2013).

In some instances, local media content dependence on global media is as a result of audience demand dynamics (Trappel, 2019). As people become increasingly global, businesses establish franchises and branches and gradually develop into huge multinationals and as financial states become boundless, audiences become interested in media content from other parts of the world (Yang, 2022). In view of the availability of such content as a result of technological advancements, local media simply respond to these demands. The reason may be either financial or demand-

supply basis. Regardless, audience demand in some instances leads local media to reproduce content, style and format of media content in their home countries (Althaus, Cizmar, & Gimpel, 2009).

Critics however contend that the infusion of global media content into the local does not mean the complete replacement of local content with foreign content. Media globalization theorists have therefore underscored the relevance and the need to acknowledge a blending of the two. Theorists have underscored the acknowledgement of hybridization and homogenization or simply the infusion of foreign news elements into the local. To Pieterse (2004) hybridization is inevitable and local news organizations must be open to the core contingencies of this phenomenon. Hence as the world becomes increasingly globalized and the media itself plays a critical role in this globalization process, focus on nation-state news diminishes with large media conglomerates leading the way for news content production while local news media can only adapt to this revolution.

Adukwu (2020) has however argued the dangers involved in this. Adukwu's (2020) study focused keenly on how Western media covered and framed Africa to the world. Using content analysis of stories from the Associated Press from 2015 to 2016 he tried to understand on the flow of media content from Western origins to African nations and how this flow affects representation of Africa. According to Adukwu (2020) the reliance of local media on international news allows the West to represent Africa in a protracted and negative format. Hence, his argument is that while the African local media has been infused with high levels of content from the West, the image of Africa is represented negatively even to other African nations. Local news media in Africa on the other hand consume such content due to the ease of access to them and distribute them among its populace. As a result, Adukwu (2020) found in his study that local media news content on Africa mimicked the portrayals from the Western media. Interestingly, the study contended the legitimacy of these stories as most of the stories published from Western media and distributed through African local media were attributed to faulty or non-existent sources.

Pavlik (2000) focused his study on global media trends and their impacts on Eastern European nations. Pavlik (2000) found in his study that media globalization has impacted local news production and journalism practice in four main aspects. These include (1) the methods journalists use in doing their work; (2) the quality of news content produced by journalists; (3) the arrangement of newsrooms and news industries; and (4) the quality of relationships that exist

between media industries, reporters and their audiences as well as sources of news, competition and sponsors. Pavlik's (2000) juxtaposition supposes that the emergence of global media has come to mean a revolution in the production of news even at the local level. As a result, Pavlik (2000) affirms that globalization indeed has critical impacts on the content, style, nature and structure of news and news media.

Zhang (2008) presents that in some instances, the infusion of foreign news presentation styles, content and structures are intense to the extent that local media replicates the language, presentation tones and arrangement of foreign media organizations. Zhang (2008) observed further that to exact the influence of Western media content and style on local media, local journalists sometimes go to the extent of picking some international broadcasters as their role models. In this instance, local journalists present the news in a very similar fashion as their international role model journalists.

2.4 Overview of the Media in Ghana

Similar to other Western African countries, Ghana's media reported on events earlier than most other countries outside of the area. Additionally, much as was the case in the majority of other countries that participated in early media activities, Ghana's media history is intertwined with those of newspaper production and operations in Ghana (formerly known as the Gold Coast). Thus, discussions of media operations in Ghana are connected to the country's history of press activity, which extends back to the 1820s (Oberko, 2010).

According to Oberko (2010), the first newspaper, the "Gold Coast Gazette," was launched in the Gold Coast in 1822 by Sir Charles McCarthy, who was the region's governor at the time. According to Oberko, unlike newspapers that afterwards emerged, the Gold Coast Gazette served as the official publication of the British community that had immigrated to Gold Coast. The daily thus evolved into a spokesperson for the colonial authority as well as for European residents of the Gold Coast and Europe. The primary goal of the paper was to make it easier for European merchants on the Gold Coast and those who lived in Europe to communicate and conduct business with each other. The paper was extinct by 1824 as a result of Sir Charles McCarthy's passing. But while it was still around, the newspaper had a significant impact on raising literacy rates and fostering rural development. The publication was also a useful weapon for stifling "the political

aspirations of the native elites by securing their loyalty and conformity with the colonial system," Davor (2015, p.4).

Newspaper-related activities in Gold Coast saw a significant decline for more than 30 years after the demise of the Gold Coast Gazette and "The Commercial Intelligencer," which appeared shortly after the former for the same purpose. It took 33 years for newspaper activity in the colony to return. The local African elites had, however, taken the initiative this time, in starting, writing for, and administering these magazines and newspapers (Davor, 2015).

After newspaper production in the colony had become a rife activity by local elites, the colonial government undertook steps to stifle media activities as a political move. Newspapers such as Accra Herald, Gold Coast Times, Western Echo, and Gold Coast Assize among many other locally produced newspapers were wildly affected by the new media laws that the colonial governments institutionalized (Gadzekpo, 2008). The stringent media laws and ordinances led to the decline of the majority of these newspapers.

In the middle of the 1960s, newspapers like the Ashanti Pioneer (1938), Nkrumah's Accra Evening News (1949), the Daily Graphic (1950), and the Sunday Mirror (1953) ruled the media landscape. Many of the newspapers owned by the indigenous people "were essentially political tools for achieving political ends" (Gadzekpo, 2008; p.196), in contrast to the Daily Graphic, which was introduced into the colony by the London Daily Mirror Group, led by British newspaper magnate Cecil King, who sought to maintain a policy of political neutrality. However, media ordinances implemented by the colonial government as well as subsequent laws developed and implemented by Kwame Nkrumah stifled the operations of Cecil King's Daily Graphic.

Ansu-Kyeremeh and Karikari (1998) mention that after Kwame Nkrumah had become president of the nation, it was expected that being a former media personality he would operate a liberal press. However, that was not the case. Kwame Nkrumah adopted strategies to limit media activities as he saw it as a potential tool to oppose his presidency and nationalist ideologies. The story of the state of the media in Ghana was therefore one that was characterised by low levels of privatization and commercialization (Davor, 2015).

The National Liberation Council (NLC) carried out the first coup d'état on February 24, 1966, and the five military administrations that followed were oppressive and antagonistic to press freedom

and media plurality. Ghana's media experienced a lot of hostility during the PNDC era (1981–1993) (Gadzekpo, 2008; p. 90). It was fairly customary to fire editors and replace them. The private press was subjected to harsh control, with several publications being shut down and its reporters and editors being imprisoned or driven into exile. The status of the Ghanaian media during the PNDC period is described by Gadzekpo (2008; p.196) as Enfeebled and devastated, the only 'viable' publications in Ghana were state-owned, entertainment- or sports-focused dailies, or lottery news sheets. The editors and administrators of the state media, who were chosen by the government and followed their lead, were essentially de facto governmental workers.

The Fourth Republican Constitution's emergence presented a chance for media plurality, and the private media started to flourish once more. The 1992 Constitution enshrines guarantees for media freedom and freedom of speech. With the primary goal of shielding state media from governmental influence and preserving strong journalistic standards, the National Media Commission was founded, greatly enhancing the regulatory environment for journalists (Davor, 2015).

The Criminal Libel Law was repealed in 2001 as President Kufour demonstrated his support for press freedom and the right to free speech. Under President Kufuor's rule, both the state-run media and the private media were given access to the castle, illustrating his support for the media. Additionally, the Ghana Journalists Association received a building from the Kufuor administration (Kakari, 1994). The Fourth Republican Constitution's benevolence towards the media is still in effect today.

2.5 Broadcasting in Ghana: Brief History and State of Current Practice

The introduction of radio by Sir Arnold Hodson and the country's then-governor in 1935 marked the start of broadcasting in Ghana. According to Alhassan (2005), the country's introduction of radio coincided with King George V, the ruler of the British Empire, of which Ghana was a colony, celebrating his Silver Jubilee. Known as ZOY, the first radio was built to broadcast BBC programmes to a select group of a few hundred colonial citizens and affluent indigenous. Kumasi, Sekondi, Koforidua, and Cape Coast all received service after Accra once transmission in that city was successful.

In 1954, the Gold Coast Broadcasting System was established, and it later became the Ghana Broadcasting Corporation (GBC) after independence in 1957. By the mid-twentieth century there

were estimated to be over a million radio sets in sub-Saharan Africa and at the end of the twentieth century it was estimated this figure would reach 100 million radio sets (Fardon and Furniss, 2000). According to Davor (2015), the government of Ghana created television within the country in 1965 with the help of the Japanese company Sanyo. To support its own television assembly factory in Tema, Sanyo wanted to develop television in Ghana. Radio and television were under the supervision of the colonial and post-colonial Governments from their inception in the Gold Coast in 1935 and 1965 until the airwaves were liberalised in 1996, and this had a significant impact on media practice.

The Ghana Broadcasting Corporation (GBC) has consistently served a significant political and educational function, despite the fact that the usage of the media under the several succeeding regimes—colonial, independent, military, and civilian—differ greatly from one another. Karikari (1994) notes that in the 1980s, independent broadcasting was born out of a desire for fair and impartial reporting. Dr Charles Wereko-Brobby created Radio Eye in 1994 and began a series of pirate broadcasts as a result of this and to provide resistance to the style of news aired by the state-owned GBC. However, his equipment was seized, and criminal charges were brought against him. A number of radio and television stations, including Radio Universe, Joy FM, Radio Gold, Groove, Vibe, Sunshine (later renamed Choice FM), and later TV 3 entered the market, but they were seen as trailing behind more established publications like the Chronicle, Free Press, Independent, Daily Guide, and Palaver.

As noted by Gadzekpo (2023) the nature of broadcasting in Ghana today is one of the best across the African continent. Today, there are over 500 radio stations and over 120 television channels across the country actively broadcasting diverse programs to audiences. Furthermore, Gadzekpo (2023) argues that the National Media Commission (NMC) had issued the right of transmission to an estimated 37 broadcast organizations across the country. This gives some indication of the height of media conglomeration that exist in the broadcast space in Ghana today. Tindi and Ayiku (2018) argue that although the very history of broadcasting and media practice, in general, is linked to the importation of foreign content for local audiences, the commercialization of broadcasting, migration from analogue broadcasting to digital broadcasting in 2016 as well as changing audience taste in favour of foreign content ensured that international media content on local TV stations in Ghana increased quite exponentially. Adia (2014) mentions further that the media began to turn to

increasingly showing such content as telenovelas to attract and keep audiences. The glocalization of these forms of content through the use of local language and voice adaptations has now become a rampant feature within the media in Ghana. Tindi and Ayiku (2018) concur with Adia (2014) that since the first locally adapted telenovela was broadcasted on TV for the first time in July, TV programming especially with regards to entertainment became heavily glocalized. Obimpeh (2020) captures that other programming especially news programs have also mimicked this phenomenon in recent times. There has hence been a lot of emphasis on reporting the international in some TV stations other than the local. Furthermore, Obimpeh (2020) avers that even while focusing on content, the style of production, interpretation and format have some heavy semblance with that of global media conglomerates.

2.6 Review of Related Empirical Studies

A lot of studies have evaluated the concept of media globalization. Siochru (2004) examines the social consequences of the globalization of the media sector and proffers that there are some considerations that should be thought of in the wake of the ensuing debates about the positive and negative effects of media globalization. The author argues that the globalization of media can be seen in the governance of the media which determines the power dynamics between the local and global media. The dominance of Western nations in the media governance structures should undergo a paradigm shift to a more balanced distribution of actors in media governance.

Reese (2010) examines the intersection between journalism and globalization with a consideration on the communication approach to media globalization. His findings, though critical resulted in the development of a less media-centric approach to the study of media globalization through the focus on social practices, elites, and geographical spaces. Reese (2010) focused on the gains that globalization has brought to journalism. The study is however silent on the debate over the dominance of global media cultures on local media.

Zhang (2008) studied the impact of globalization on the local press in China with a focus on the Beijing Youth Daily between the periods of 1981 to 2006. The newspaper is one of the biggest newspapers in Beijing. The findings of the assessment by Zhang (2008) indicates that globalization has resulted in some important changes in the operation of the newspaper which translated into some interactions between the local and global. Although there were internal influences, the study

pointed out the fact that external influences impacted strongly on many aspects of the newspaper such as its organization, journalistic practice, editorial and media policy, journalistic roles and their coverage of world news.

Zhang (2008) indicated that the impact is mostly unequal and is accelerated by the increased need for commercial media to commercialize, coupled with the global inflows of goods and capital, movement of the populations and most importantly, developments and advancements in information and communication technology and the internet. Zhang (2008) realized that there were some similarities between the Chinese press and the Western press in terms of content, process and human resources (i.e., journalists). The paper still maintained its uniqueness as a result of the political and economic system in China.

Globalization is known to be born on the wings of deregulation, capitalism, and convergence of the media through the interactions between global and local political, economic, and technical factors (Fuchs, 2010). Additionally, most of the global media operate in a free, deregulated, and privatized environment (Anyanwu, Ejem, & Nwokochea, 2015), unlike the findings of Zhang's (2008) study that revealed that the Beijing Newspaper was operating in an authoritarian state, with the state playing a central role in the affairs of the paper.

In examining the effects of media globalization, particularly within the framework of the examination of the globalization of cultures through the media, one of the research questions addressed by Kraidy (2002) was the degree to which transnational media or global media caused a hybridization of cultures through the introduction of cultural elements that are foreign. The author questioned the assertion that there has been an evolution of cultural imperialism to media imperialism where the dominance of global and transnational media has resulted in the domination of global cultures over local cultures.

The paper however failed to provide certainty to this debate because Kraidy (2002) alludes that there is a scarcity of research that has focused on media globalization and the hybridization of cultures. However, Kraidy (2002) contends that the globalization of media - global media and information technologies has resulted in an increased interaction of cultures, a process that has been in existence through warfare, trade, migration, and slavery. Kraidy (2009) concludes that there is no doubt that global media have intensified cultural hybridity, refuting the claims of homogenization of cultures that have been advanced by other schools of thought.

Okpodo (2021) raises concerns about media globalization because of the growth of global media corporations. This study focused on how media globalization has resulted in the convergence of corporate, political and media interests by reviewing empirical studies. Okpodo (2021) concludes that there have been arguments that have been against the idea of media market deregulation since it has resulted in a questioning of the ability of media organizations to deliver public service and be socially responsible which affects the quality of information and participation of the audiences. Okpodo (2021) argues that some of the global media organizations that stand out have been able to do so due to the prevalence of media imperialism.

Pavlik (2000) makes critical revelations that suggest that indeed, media globalization has critical implications for local media news production and delivery. He accounts that the replication of global media structures, content and delivery by local media is evidenced in four different dimensions. Pavlik (2000) mentions that local journalists learn and replicate the methods and standards that global media organizations adopt in gathering information for news. Furthermore, local journalists also mimic the quality of news content produced by global Western media. They engage in the use of foreign news content as the standard for quality news production. Additionally, Pavlik (2000) accounts that the expression of the replication is shown in structures as basic as how newsrooms are set in the news media industries. Finally, the way that local media attract and manage sponsors, the management of reporters as well as news sources and key stakeholders in the media industry share some similarities to what exists in the Western media.

While studying arguably one of the world's most globalized content – the English Premier League, Ranachan (2013) sought to understand the consequence of globalizing local content. The study tried to investigate how the globalization of the English Premier Football league has affected global and local cultures. Using document analysis, Ranachan (2013) finds that advancement in media technology has inured the globalization of what should have been local content. In other words, the globalization of local content has become possible as a result of advancements in media technology. The capitalist implication of this is that there are high levels of revenue attached to such globalization of local content. Furthermore, the study found that global audience demand was a critical factor in the globalization of the football league.

Adia (2014) the researcher seeks to understand the dynamics involved glocalization foreign of entertainment content in Ghana. The researcher found that the media in Ghana had begun to

increasingly show local language adapted Mexican telenovelas. The study found that this was largely as a result of the highly commercialized nature of the media in Ghana. As a result, the media in Ghana had to yield to the use of foreign content to attract and keep audiences.

While tracing the beginnings of locally adapted telenovelas in the Ghanaian media, Tindi and Ayiku (2018) mention that since its proliferation in 2014, telenovelas have ruled the broadcast entertainment airwaves. The implication of this syncs with the ideas of media and cultural imperialism. The authors found in their study that almost 90% of TV channels in Ghana show locally adapted telenovelas after prime-time evening news bulletins. This speaks to the degree of emphasis that media organizations in Ghana place on the glocalization of foreign content.

Anyanwu, Agwu and Ifeanyi (2015) found while studying the media in Nigeria that media globalization in Nigeria is commonly expressed through the heavy use of the English language in majority of news media channels in the country. The authors aver that by constantly using the English language in news media programming, media production pre-dominantly mimics that of the Western Media culture. The authors further mention that beyond news programming, the Nigerian film industry which is arguably one of the biggest in Africa shows some major signs of global imperialism as they often represent the American culture of sexuality, violence, use of language and fashion sense.

2.7 Theoretical Framework

2.7.1 Media Globalization Theory: The Cultural and Media Imperialism Theory

International communications and media as an academic turf has over the years experienced the exploration of various theoretical underpinnings. Some scholars have focused on how globalization has been argued to be consequential in the distribution of power and wealth within and between countries. Fejes (1981) in his writing described media imperialism as one of the most debated theories that is yet to receive adequate and comprehensive conceptualization. Fejes (1981) further accounts that this is largely as a result of the multi-faceted nature of what we can describe as media, its association with power play, and inter-national dominations.

Scholars including Fejes (1981), explains media imperialism as the process through which communication media have been operated to develop and maintain global systems of dominion and dependence. There is, however, a brewing debate regarding the proponent of the

media/cultural imperialism theory. Some authors attribute the early postulations of the theory to the writings of Schiller (1969) and Mattelart (1979). Since its inception, and as a result of the lack of consensus about the theory, many other media and globalization scholars have developed diverse angles to the implications of the theory (Gomez & Birkinbine, 2018).

The historical underpinning of the theory is linked to events that occurred after the second world war. After World War II, the notion was first discussed in "political think tanks" and governmental settings. Mattelart (1979) drew attention to the usage of the phrase "cultural imperialism" by policymakers in the 1960s, particularly by Jacques Rigaud, a French politician, and Zbigniew Brzezinski, a US diplomat. This theory has been very influential and used by several scholars and theorists such as Mattelart (1979) to advance their criticism of the modernization perspective where Western media entry into the third world was argued to aid development.

Focus on the idea persisted chiefly after the introduction of the UNESCO debates about the New World Information and Communication Order (NWICO), as exemplified by the McBride Commission Report in 1980. The one-way flow of media goods from wealthy Western nations to the undeveloped, "Third World" was documented by a number of other UNESCO studies (Nordenstreng & Varis, 1974). The analyses of these studies unveiled that uneven, and unidirectional flow of TV programme elements and foreign news existed (Wasko, 2008).

The Media and Cultural Imperialism theory which was developed in the 1970s and 1980's has been used to explain how the media in third-world countries engage in the importation of foreign news, cultural, and television formats like talk shows, sitcoms as well as values of consumerism and individualism, both value systems in the capitalist state (Matos, 2012). This theory has as one of its main theorists, Hebert Schiller (1969) arguing that Western states like the USA are developing control of the world through the mass media.

The theory was refined by Boyd-Barrett (1977, 1998) as a relevant theory in media globalization. International news agencies like Reuters, Associated Press (AP), Agence France-Presse (AFP) and United Press International (UPI) have been assigned the role of contributing to the spread of global news practices as a result of their dominance over the global dissemination of news and information, and the concurrent reliance by several local press of nation-states for media practices and international news (Matos, 2012). They are seen as central to the globalization thesis and the expansion of communication media since their emergence.

The theory of media imperialism rests on three core ideas. Firstly, media is used to execute, promote, change, undermine, and fight imperialist processes in numerous ways. Secondly, as a result of continual processes of empire formation and preservation, the media themselves, the meanings they generate and disseminate, and the political-economic mechanisms that support them are all shaped. They also include remnants of past empires. Thirdly, some media practises might be viewed as imperialist in and of themselves without reference to wider or more comprehensive frameworks. The discussions on media and cultural imperialism are therefore a collection of broad ranges of media-related topics and how in and of themselves promote power struggles between nations (Burrett, (2014).

These international and global media giants have affected the internalization of news practices, thus bringing the global to the local. This theory will help explain the rationale for the adoption of global news production and dissemination practices by the local media, and how this practice affects the process of global flow. Thompson (1995) states that it is imperative for more empirical accounts of how the appropriation of globalized media products interacts with internal localized practices to be studied. This will add to existing debates on whether the localization of global news production practices consolidates inequalities in media power relations between the global north and the global south or whether there are news forms of dependency that have been created as a result (Thompson, 1995).

In brief, the theory of media imperialism study focuses on how mass media and cultural industries serve as vehicles for the unequal exchange of economic, military, and cultural power between an imperialist nation and those who are subject to its sway. The theory has been used quite extensively in the last few decades by diverse researchers (Adia, 2014; Anyanwu, Ejem, & Nwokochea, 2015; Avle, 2014; Althaus, Cizmar, & Gimpel, 2009). The theory has been used to primarily understand how media content and formats have found their way into a ‘global village’ and become widely accepted out of their country of origin.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This study seeks to understand the impact of global media on news production and distribution by Ghanaian television networks. This chapter outlines the methods and procedures employed in data collection and analysis. Specifically, in this chapter, the effectiveness of the chosen methodology and sampling techniques employed in this study in order to achieve the stated objective are examined. The chapter therefore comprises of the design of the research, the sample and data collection tools and techniques of the study, the data analysis and its presentation methods and the ethical consideration for the study.

3.1 Research Approach

This study employed the qualitative research method. According to Creswell (2013), qualitative studies allow for the collection of data from a variety of sources utilizing a variety of techniques such as interviews, personal observation, records, and reports. Thus, with qualitative method, the researcher can explore and understand certain meanings that individuals assign to societal problems that confronts humans (Creswell, 2014). Thus, qualitative studies are contextual are more depth oriented. Kreuger and Neuman (2006) assert that unlike quantitative studies that places emphasis on the quantification of data, qualitative studies allow the researcher to have a qualitative data in the form of phrases, text and symbols that describe and represent individuals or group actions in a particular social setting. Hence, this study seeks to understand the impact of global media on the production and distribution of news at the local level. Therefore, employing qualitative method will help the researcher to explore the phenomenon thoroughly from the perspectives of media personnel in Ghana just as argued by Lindlof and Taylor (2107) that qualitative researchers are able to identify and explore the perception of people by deriving meanings out of their actions and statements in a particular context.

3.2 Research Design

A research design is a detailed plan/structure that outlines the method for obtaining data scientifically for a study (Schaefer, 2004). Similarly, the research design is often described as a strategy, plan, and structure that prescribes how to conduct a research project. In other words, a research design can also be understood as a blueprint of a research that details how the study is to be conducted (Thomas, 2010; Creswell, 2014). It shows how the entire or major parts of the study such as the samples, data collection methods and instruments, data analysis, among others work together to address the research questions of a study (Thomas, 2010).

According to Creswell (2014) the nature of the study, the research problem and questions, personal experiences of the researcher, and the type of audience for the study determines the most appropriate design to adopt. Therefore, qualitative research designs include narrative research, phenomenology, grounded theory, ethnography and case study. This present study adopted the qualitative case study design to describe the strategy, plan and structure for the study.

3.2.1 Case Study

For the purpose of this research, the case study was adopted. According to Yin (2009), a case study is a design of enquiry in which the researcher develops an in-depth analysis of a case, often a program, event, activity, or process. A case study ‘explores a real-life, contemporary bounded system (a case) or multiple bounded systems (cases) over time, through detailed, in-depth data collection involving multiple sources of information (observations, interviews, audio-visual materials, documents and reports) and reports a case description and case themes’ (Creswell, 2014, p. 97). A case study is one of several ways of doing qualitative research because its aim is to understand human beings in a social context by interpreting their actions as a single group, community or a single event (Creswell, 2014). Case studies employ numerous data sources to systematically investigate a phenomenon with the intent of having an in-depth understanding of what is being enquired and enables the researcher to intensively study a singular or few cases for the purposes of obtaining in-depth understanding of the selected phenomenon (Gilbert, 2008). Thus, case studies are of significant relevance when the goal of the study is to obtain in-depth understanding rather than quantify a phenomenon (Kumar, 2012). ‘It provides an overview and in-depth understanding of a case(s), process and interactional dynamics within a unit of study but

cannot claim to make any generalizations to a population beyond cases similar to the one studied' (Kumar, 2012, p.127).

Scholars have suggested different typologies for case studies. Stake (1995) as cited in Dzineku (2021), suggested three types of a case study based on case selection: the intrinsic case study, where the case is given, rather than chosen, as commonly occurs in program evaluation; the instrumental case study, where the case is selected for its ability to contribute to a general understanding of a phenomenon; and the collective case study, an extension of the instrumental case study, where two or more representative cases are selected.

Yin (2014) describes four basic categories of case studies based on the quantity of instances and analytical units used in the study design. Roller and Lavrakas, (2015) argue that specifically, Yin's typology consists of two types of single-case designs. The first is a type with one unit of analysis (Type 1) and a type with multiple units of analysis (Type 2). The second consist of two types of multiple-case designs. They include those with one unit of analysis (Type 3) and those with more than one (Type 4). For this study, the researcher employed the single case study with multiple units as the specific case study design for this study. This is because scholars such as Stake (1995), and Yin (2014) indicated that each case study should be studied holistically even though a researcher can study more than a case at the same time. Also, this type of case study was selected to afford the researcher the opportunity to adequately study the impact of global media on news production and distribution by Ghanaian local media (single case) through the selected television stations (multiple units).

Additionally, Yin (2009) underscores that case study design is especially useful in situations where the context of the events being studied is critical and where the researcher has no control over the events as they unfold (Yin, 2009). Thus, the current study or case examines the impact of global media on news production and distribution by Ghanaian local media through a selected television stations in Ghana. As such, the study was conducted within the organizational setting where the researcher did not have control over the site and habits of the respondents.

3.3 Data Collection and Instrumentation

The researcher adopted qualitative data collection methods; the researcher used in-depth, face to face interview where participants were interviewed personally with the aid of an interview guide between February 24 and March 7, 2023, to solicit in-depth responses that would enable the researcher to understand their perspectives on the study topic. The data from the interview was analysed and used to provide answers to research question two (RQ2) of the study.

Additionally, the researcher used content analysis to collect data to respond to the research question one (RQ1) of the study. According to Potter (1996), content analysis is appropriate in dealing with issues such as the qualities of television programming and their flows. It is also a useful methodology in the investigation of patterns and trends in media program. Qualitative content analysis captures definitions, meanings, processes and relies heavily on texts, narratives, and descriptions (Altheide, 1996). Thus, employing qualitative content analysis to study the international flow of news production and presentation practices will help the researcher unravel the interplay between dependency, media imperialism, globalization, and localization in the sampled television stations in Ghana.

3.4 Sample and Sample Size

Choosing a study sample is an important step in any research project since it is rarely practical, efficient or ethical to study an entire population. Not only is it generally impracticable to use the entire group of interest, but it is also unnecessary (Zakaria, 2017). Therefore, sample unit gives researchers a manageable and representative subset of population to study. The sample for this study comprises of seven media organizations – two foreign television stations and five local television stations. Additionally, 15 participants, three each were drawn from the selected local television station for interviews. The foreign television stations are BBC and CNN while the local television stations are TV3, GhOne Television, Citi Newsroom, and Joy news. The Ghanaian television stations were selected based on their popularity and ratings as among the top 15 television stations in the country reported by GeoPoll in 2019 (Pulseghana.com. 2022). BBC and CNN were selected specifically because they are considered among the top three international media with highest global views and website visits (Majid, 2023).

3.5 Sampling Technique

The aim of the qualitative research is to understand, from within, the subjective reality of the study participants. This will not be achieved through superficial knowledge about a large, representative sample of individuals. Rather the researcher wants to reach people within the study area who can share their unique slice of reality about the phenomenon being studied, so that all slices together illustrate the range of variation within the study area. Ordinarily, with careful sampling and equally careful collection techniques, a surprisingly small number of interviews, narratives or focus groups can yield the data to answer your research question (Zakariah, 2017). The primary purpose of sampling is the selection of suitable population so that the focus of the study can be appropriately researched. An effective sample selection process is very important because inappropriate procedures may seriously affect findings and outcomes of a study (Lopez & Whitehead, 2012).

Generally, there are two types of sampling in research: Probability and Non-Probability Sampling. Wimmer and Dominic (2011) underscores that probability sampling employs the use of mathematical rules whereby each unit has an equal chance of being selected. Non-probability sampling, on the other hand, does not follow any mathematical rules. The current study did not use any mathematical rules in the sampling process; therefore, the non-probability sampling procedure was applied. Wimmer and Dominic (2011) argued that there are several types of sampling techniques under the non-probability sampling procedure. These strategies include the convenient sampling, the purposive sampling, the unqualified volunteer sampling and the snowball sampling (Wimmer & Dominic, 2011). Specifically, the researcher employed a purposive sampling technique to select participants for the study. This allowed the researcher to recruit only specific populations who had some unique qualities that is considered pertinent for the study (Zakariah, 2017). Zakariah (2017) further argue that an advantage of this sampling technique is that it is the most often utilized, the least costly, and it eliminates the requirement for a comprehensive inventory of all demographic components. Purposive sampling is designed to provide information-rich cases for in-depth study. This is because, participants are those who have the required status or experience or provide the information the researcher seeks. The adoption of purposive sampling allowed for the experience and knowledge of those directly involved in the operation of televisions in Ghana to share their first-hand experience of how globalization has affected the production and distribution of news in the country.

In addition to using purposive sampling, the researcher also employed the convenient sampling technique to select the news bulletins that were analysed to provide answers to the research question 1 (RQ1) of this study. Therefore, the researcher selected two news bulletins broadcasted within the third and last week of January 2023 from BBC, CNN and the five selected local television stations – TV3, GhOne, Citi Newsroom, UTV and Joy News for analysis.

3.6 Data Analysis

According to Lindlof & Taylor (2002, p. 210-211), “data analysis is the process of cataloguing and breaking down raw data and reconstituting them into patterns, themes, concepts and propositions.” The study thus, employed two data analysis methods to analyse the data gathered from the content analysis and interviews. The researcher used qualitative content analysis to analyse data gathered to answer research question 1 (RQ1) from the bulletins of the selected media organizations and thematic analysis was used to analyse the data from the interviews from the selected media organizations that participated in this study.

3.6.1 Qualitative Content Analysis

Wildemuth and Zhang (2009), cited in Zakariah (2017) explains that when content analysis is done outside the sphere of quantification, with the aim of analysing meanings, patterns and themes that may be apparent or otherwise in a communicative text, audio and video, it is called qualitative content analysis. It is based on these assumptions that the present study adopts a qualitative content analysis to analyse the video contents of the selected news bulletins from the sampled television stations for the study. The unit of analysis for the content analysis were the two television news bulletins from the selected media organizations during the period of the data collection. These bulletins were watched by the researcher and analysed to enable the researcher respond to research question 1 (RQ1) of this study which sought to examine the extent to which local news programmes reflect global media news production. The news bulletins were watched, and particular attention was paid to similarities and differences that were apparent between the global news agencies and the local television news channels. The researcher watched the news bulletins three more times to ensure consistency with the noted similarities and difference. The researcher then took screenshots of the peculiar observations in the news bulletins for the data presentation

and analysis. The researcher paid attention to similarities or differences between the global news agencies and the local television channels in terms of the structure of news presentation, the newsroom setup, and the appearance of the news anchors. These served as a guide for the researcher to respond to the research question one regarding how local news media reflected news programming from global media giants.

3.6.2 Thematic Analysis

According to Braun and Clark (2006), thematic analysis is the type of analysis where the researcher identifies, analyse, and report patterns, also referred to as themes within the data set. This is done so that the analysis is minimally organized and described in rich details. Also, the researcher specifically adopts the inductive type of thematic data analysis. This is because, in furtherance of Braun and Clark's (2006) assertions that, inductive type of thematic data analysis occurs where the researcher does not try to fit the data into any form of preconceived analysis or pre-existing coding frame. Therefore, emanating ideas, concepts from the data analysis were put together to form themes that guided the researcher to provide analysis to answer research question two (RQ2) of this study. After transcribing the audio recordings of the interviews, which were between fifteen to thirty-five minutes, the researcher adopted the theme development strategy proceeded by Vaismoradi et al. (2016) by firstly, reading thoroughly through and making meaning of all the interviews. Then the researcher compared, labelled and categorize each paragraph based on commonalities. This enabled the researcher to analyse the feedback of the respondents based on common patterns of thought. The research then put these patterns of thought into themes and then developed the story line for the data analysis.

3.7 Ethical Considerations

According to Creswell (2009), it is unethical for the researcher to enter an organization or social groups to collect data without permission/authorization from the persons in charge/ gatekeepers of the organisation (Creswell, 2009). Therefore, ethical principles that guides every research must be observed and followed accordingly in order to reduce or avoid harm altogether. This is because, Zakariah (2017) posits that the research is as good as ensuring the protection of human subjects or participants in any research. Hence, ethics is imperative.

The current study ensured that research participants' autonomy, well-being, safety and dignity were protected. As such, the research applied for ethical clearance from the Norwegian centre for research data (NSD). Also, before the researcher started the collection of data, participants for the study were informed about the study, assured of their confidentiality and were informed about the possibility to withdraw from the interview at any point in time.

In this study, informed and voluntary consent was ensured. The researcher informed the selected television stations about the study and its purpose. This was done, first, by submitting an introductory letter from NLA University College, Kristiansand, to all the selected television stations. Later, a meeting was arranged with the editors and other informants of the radio stations to debrief them about the study based on the scope, purpose and significance. Participants were equally notified that the interviews would be recorded and played back to participants to confirm the information they had provided.

In addition, the researcher informed the participants that the confidentiality of information provided, and their anonymity were treated with utmost respect as required. Therefore, the study treated the information provided by the participants with utmost privacy, especially during the data analyses stage where there was a need to directly quote them. This was achieved by assigning pseudo names/codes to the participants. These names/codes were used to label participants to protect their identities.

Furthermore, in terms of possible risk and unintended situations, in order to avoid or minimize any harm to participants, the researcher fully informed the participants of any possible risks that might arise during the study. The researcher informed them of possible long periods of interviews and follow up interviews. This was so because the participants are media professionals who might not be available for other periods of information gathering. This information was to help them to re-adjust their schedules as well as the researcher's work plan in order to ensure that both the interviewer and interviewees availed themselves for the interviews at the most convenient time. In effect, adherence to this principle averted any possible clashes the scheduled interviews might have had with respondents' work schedules.

Compensation: Study participants were not given any compensation for participating in the study. This was made known to participants before they chose to participate in the study.

The Researcher ensured that being part of the study was voluntary and any individual who chose not to answer any question was at liberty to do so. The participants were encouraged to fully participate to ensure that findings from the study were a true reflection in the study to the projects. In the event of any withdrawal by a participant, all data gathered on the participant were deleted.

3.8 Validity and Reliability

To ensure the validity and reliability of the study, the researcher adopted the appropriate study methods that are consistent with the research questions. The researcher outlined these study methods in the methodology chapter and conducted the study according to these empirical methods of research. The researcher further employed thorough and standardized data collection and analysis procedures. Thus, the researcher ensured all ethical considerations were adhered to before, during, and after the interviews and shared the preliminary elucidations of the interviews with the respondents to ensure that their perspectives and comments were not wrongly presented in the presentation and discussion of the findings.

In addition, the researcher regularly reflected on the presentation and discussion of findings vis-à-vis his personal prejudices to ensure that the findings were presented devoid of the researcher's personal assumptions about the phenomenon. By recognising and admitting these personal biases, the researcher sought to minimize the influence of any personal thoughts on the presentation of the findings and thereby increasing the validity and reliability of the study.

3.9 Chapter Summary

The chapter focused on the strategy, techniques and processes that the researcher employed in the collection of data for this study. The researcher adopted a qualitative approach fixed on a case study design to examine the impact of global media on news production by local television networks in Ghana. Multiple data collection methods such as content analysis and interviews were used to collect the data from the field. In addition, each method used was rationalized. The research was built on the ethical consideration of research such as confidentiality, anonymity, and reciprocity, informed and voluntary consent. In sum, the chapter explains the research approach, research design, sampling technique and size, data collection method, method of data analysis, validity and reliability and ethical issues of the study.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This section of this study presents the findings from content analysis and interviews. The study conducted a content analysis on selected media organizations to determine how local content in Ghana reflects international news programming and style. The study paid attention to comparing some content from international media such as BBC and CNN with local media organizations such as TV3, GhOne, Citi Newsroom, Metro TV and Joy News. The study sampled news bulletins from these local TV channels and subjected them to content analysis to draw out similarities and differences that point towards the reflection of international media programming on local news production in Ghana.

Also, qualitative interviews were conducted from fifteen journalists of the selected local television stations to understand the perceptions of media personnel in Ghana on the negative and positive implications of local media reflecting international media programming in Ghana.

The findings of the content analysis and interviews conducted are presented in this chapter in line with the research questions and juxtaposed with existing literature and theory.

Whereas the first research question sought to understand the extent to which global news agencies like BBC and CNN have an impact on the production and distribution of news by local television networks in Ghana. The second, sought to understand the positive and negative implications of the impact of global news agencies on local television networks from the perspective of television media personnel in Ghana. Thus, using content analysis and in-depth interviews respectively, as specified in the methodology chapter, the succeeding paragraphs in this chapter present findings and discussions that responds to the research questions.

4.1 RQ1: To what extent do local news programmes reflect global media news production and presentation?

The first objective of this study was to investigate the extent to which local media in Ghana reflect the news programming of international media. Thus, the study was interested in understanding how and in which specific sections of news programming the selected media organizations in

Ghana mirror that of international media. The study was interested in understanding this from two main perspectives – news presentation style, and technical and technological aspects.

The findings point out in general that some forms of similarity exist in the news programming of local and international news media. This corroborates the findings of authors such as Reese (2010) and Thusu (2006) and the media globalization theory which asserts that in general, international media news programming in a way has some effect on the way the news is presented by local media networks.

4.1.1 News Presenting Style and Content

The study found that in terms of news presenting style, news channels in Ghana shared some similarities with the selected international media organizations. Similar to Thusu (2003) contention about ‘CNNization’ of television content across the globe, the content analysis adopted for this study showed several aspects of similarities between local media organizations and international media as regards news presenting styles and the structure of the news production and distribution. As Olausson (2013) argues, global media giants have created an enabling environment, and contributed to the transformation of the media landscape across borders where international media and local news agencies share striking similarities in their operations and existence.

One of these similarities, was the use of single anchors in news presentations. Through the content analysis, the study discovered that several of the broadcast channels in Ghana sampled for this study adopted the use of single news anchors as news presenters. The study found that all news broadcasts, with the exception of one – TV3 Ghana, sampled for this study, had singular anchors as hosts. This reflected exactly the number of news anchors that are used in international media organizations such as BBC and CNN. This finding confirms Volkmer (2003) and Zhang (2008) assertion that the impact of international media organizations on local news production is mammoth to the extent that news styles, structures and content are almost a vivid replication of foreign news giants such as the BBC and CNN.



Figure 4.1: News anchors from selected Ghanaian television networks and international news agencies (screenshots of news bulletins on YouTube/Facebook).

The graphic extract in figure 4.1 above, shows pictures of local media organizations using singular news anchors for prime-time news presenting. The extracted pictures show just one news presenter which is similar to the news presenting styles used by CNN and BBC.

The study discovered another similarity between the appearance of the news anchors from the global media giants and the local television stations under study. It was observed that the news anchors from the selected local television stations appeared dressed in a similar style to the news anchors from BBC and CNN. As evident in the extracts figure 4.2 below, the news anchors from the Ghanaian television stations either appeared on set in a more ‘formal’ dress by the ladies or suit by the men as done by the anchors from BBC and CNN.





Figure 4.2: Dress codes of news anchors from Ghanaian television networks and international news agencies (screenshots of news bulletins on YouTube/Facebook).

In particular, it was observed on one hand that the choice of dress, and the colour of dress used by the female Ghanaian television anchors were very similar to the dress code of the female news anchor from BBC, while on another hand, the male news anchors from both the Ghanaian local television stations and CCN were in suits. This correlates with the findings of Pavlik (2000) who discovered that one aspect of news production largely influenced by international media is the arrangement of newsrooms, appearance and news production process. As a result, Pavlik (2000) emphasized that international media organizations have exerted a significant impact on the content, style, and structure of news production.

However, the study discovered that not all the Ghanaian male news anchors were in suits. A few of them dressed in traditional Ghanaian attires. This noticeable departure from the dominant dress code adopted by the international media and most of the Ghanaian television broadcasters sampled for the study, is argued by Chalaby (2003) as a consequence of international news agencies, which challenges and tears apart the relationship between traditional news broadcasting and the cultural identity of a people.



Figure 4.3: Ghanaian male news anchors dressed in traditional Ghanaian attires (screenshots of news bulletins on YouTube/Facebook).

Additionally, the study found that local news media presenting was modelled after global media use of expert sources who are contacted and interviewed live on set. The study found this as a dominant feature which was adopted across a majority of the local news media organizations in Ghana. The study found that one core area of adaptation from global media that the selected local media organizations had engaged in was the use of live interviews with expert sources during the news bulletin. As argued by Matos (2012), as a result of the increased influx of content from international media organizations, news production at the local, tend to mimic or contextualize the content and structure of these international news agencies.



Figure 4.4: Live interviews (screenshots of news bulletins on YouTube/Facebook).

Figure 4.4 above, shows depictions of expert news information sources who were contacted during live news broadcast shows on Ghanaian TV channels – a news presentation feature that was adopted from international news agencies such as CNN and BBC. The pictures show the use of picture-in-picture techniques, all of which had been adopted from international news media such as CNN and BBC.

The study found that this had a slightly different approach from what was often observed among most media organizations in Ghana hitherto the influx of global news agencies (Matos, 2012). The trends in Ghana often lean towards the use of phone-in segments to interview key persons of interest. However, the study found that the selected media organizations followed what was observed in CNN and BCC's use of audio-visual interview feeds. The intrinsic implications of this further point to the realization that local media in Ghana have not only adopted this style of news presentation but also the technology that comes with it.

The findings of this study further indicate that recorded reports were also often used as adopted from global media organizations. The study found that one of the key elements of global media adaptations that had been included in local news reporting was the use of recorded in-person reports. This is often typified by explainers with journalists who report live on the scene of events. The reports are played as part of the news package instead of the regular voice-over reports.

This finding further speaks to the extent to which international media agencies influence the structure of news production at the local level. Thus, the introduction of these forms of news presentation by media organizations at the local level has been as a result of the impact of international media on the content and structure of news production and distribution (Pavlik, 2000; Zhang, 2008). The images below, highlight the similarity between the international media and the local media as regards news presentation structure. This was observed to have replaced voice-over narrations which indicates an element of news presentation that has been replicated from Western media giants.



Figure 4.5: Interactions with journalists on the field (screenshots of news bulletins on YouTube/Facebook).

4.1.2 Technical and Technological Aspects

The study revealed that the technical and technological aspects of production by local media in Ghana has been impacted by the forms and styles used by media organizations from the West. The content analysis revealed that elements of global media technology and techniques were observed in the news production and distribution process by local television channels in Ghana.

The study found for instance that the use of moving and dynamic slugs that changed as and when some important information was being referred to by the news anchor, interviewee or reporter which was a dominant feature used by BBC and CNN was also often use by the local news media sampled for this study. The study observed that in line with strategic storytelling engaged by global media giants, dynamic slugs which changed as often as possible and in synchrony with information being alluded to by the anchor or interviewee, were also used quite effectively by the local media in Ghana. As noted by Zhang (2008), the advancement in technology and the increasing accessibility of technology across the globe is a contributing factor to the extent to which global news agencies influence news production at the local level. Thus, as a result of the availability of the technologies used by international media organization for news production and distribution to local television organizations in Ghana, it becomes easier to replicate the news production processes and structures of the international media to the local context.

The study observed that for both the international media agencies and the local media under study, the content of slugs changed frequently and did not remain static while speakers interacted on the news program. As and when was necessary, new information that was deemed essential was included in slugs and shown to audiences. The contents of the slug were updated as frequently as possible to reflect the topical issues being discussed. This was present in both BBC and CNN as well as all the Ghanaian television stations sampled for this study.



Figure 4.6: Use of dynamic slugs (screenshots of news bulletins on YouTube/Facebook).

The study found that local media also showed some improved levels of technological dexterity with the way and format in which they presented the news. Ranachan (2013) explain that technological and technical adoptions have become key tools that facilitate media globalization and imperialism of local media from global media organizations. The content analysis of the international media organizations showed the use of smart screens with reporters who interacted with the news anchors. Thus, the study found a crucial feature in the news presenting styles of the global media giants that allowed audiences to view communication between news anchors and other persons – either reporters or interviewees.

A similar element was found in the news programs of many of the local media organizations sampled for this study. As shown below, news anchors interacted on-screen with other persons in a technologically viable manner that allowed audiences to see and feel a part of the conversation between the anchor and the other personality. The study found that such technical aspects indicated similarities between the way news is presented in global media organizations and local media organizations.

Furthermore, the newsroom setup in all sampled local television stations had giant smart screens behind the news anchor(s). These background screens projected pictures and videos that synchronized with the news being presented and in some instances were used for in-depth analysis of news stories, statics and presentations as done by international media such as BBC and CCN.



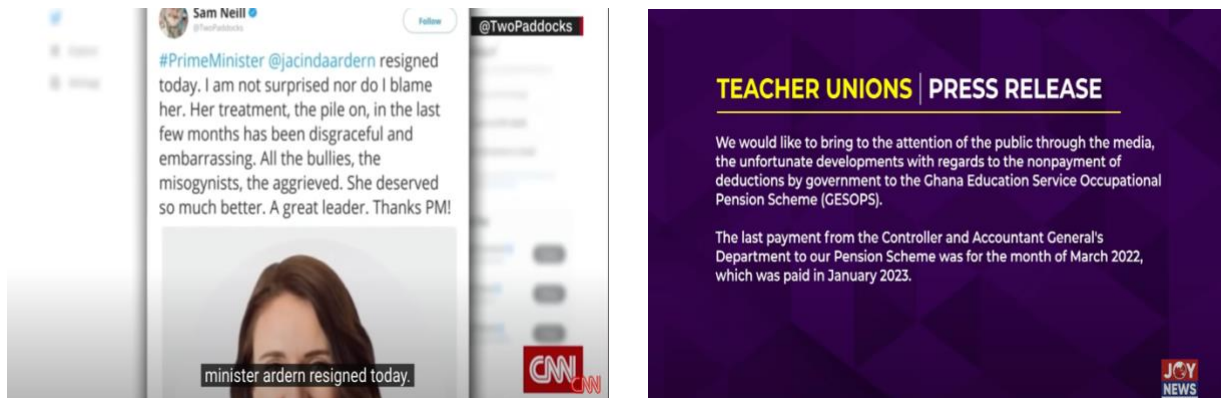


Figure 4.7: Use of smart screens for news presentation (screenshots of news bulletins on YouTube/Facebook).

The findings from the content analysis demonstrates the extent to which news programmes from the Ghanaian television stations reflect news production and distribution at the global level. The findings correspond with existing literature about the impact of international news agencies on local news production and distribution (Pavlik, 2000; Zhang, 2008; Adukwu, 2020). The style adopted by the Ghanaian television news anchors, the structure of the newsroom, the presentation of the news, as well as the technology used in the newsrooms have significant similarities with international news agencies.

Findings regarding the research questions two which seeks to understand the positive or negative impact of global media on news production and distribution at the local level from the perspective of television news personnel, are presented in the subsequent paragraphs. Through in-depth interviews, the study elicited responses from the Ghanaian television personnel about the positive or negative impact of global news agencies on the production and distribution of news at the local level.

4.2 RQ2: What are the positive and negative effects of global impact in news production?

The study also sought to understand the positive and negative impacts of global media on local news production. As such, the second objective of this study was to understand, from the perspective of professional media persons in Ghana, the negative and/or positive implications of the influence that global news form and style have on local news production and distribution.

The researcher first tried to understand the reasons behind the instances where local media in Ghana are impacted by the structure, form, and content of news production from international

media organizations. The researcher tried to firstly understand the reasons for which international media has been so impactful on local news media production and distribution in Ghana and whether such impacts have been positive or negative.

4.2.1 Reasons Why Local Media Are Impacted by News Production and Distribution

Activities of International Media.

The research found that while the implications of the influence of international media form, content, programming and activities are both negative and positive, there exist key reasons why the influence on local news media programming has been so immense. The study found through the in-depth interviews conducted with media professionals in Ghana that three key reasons exist in this regard. The study discovered that strategic activities such as funding, training, and availability of foreign news media content have contributed to the immense influence that local media is experiencing from international news media.

4.2.1.1 Training from International Media Organizations

The study found that media trainings offered by huge multinational news organizations such as CNN and BBC have been critical in entrenching the influence that international media organizations have on local news production and distribution. Participants sampled for this study indicated that media training sessions that are offered to media organizations in Ghana causes the local media to directly or indirectly adopt some critical elements of news production that are akin to the production style of the media organization giving the training.

The study discovered that media organizations in Ghana receive training from top global media organizations across the world as a means of improving journalistic and media production standards. By readily offering training, either at a fee or for free, production units are taught new forms of production that meet ‘international standards.’ Also, journalists themselves are also trained on new and improved methods of gathering and presenting news. In effect, global and powerful media organizations that offer these training services end up imbibing their ideas into local media organizations.

We have a relationship with CNN, we have a relationship with BBC, we have a relationship with DW. We have that kind of relationship with them, and every now and then we rely on them for resources, for sometimes even training... So,

there's a strong influence and we recognize it. We admit that they are established, they have the resources. And while we try to grow to become like them, we even have strong relationships and inevitably the influence is there.

(Respondent JN03, Source: Field Interviews, 2023)

These ideas and educational materials are also accepted by local media with the perception that these trainings are directed towards improved standards of media practice. Consequently, by practising these new methods and strategies taught by global media organizations, local news media in Ghana become cast in the same mould of these international media in terms of content development, presentation styles, use of technology and even newsroom culture.

Occasionally, we have training for reporters where content creators or directors from either the BBC or some of these great news organizations are brought down to come and train journalists on the modern ways of news presentation and content gathering.

(Respondent JN02, Source: Field Interviews, 2023)

For a long time, we have had a content and training relationship with the BBC where we used to air some of their content. So, Deutsche Welle (DW) will do some training, and VOA will do some training. So, the training impacts our production, and then using their content obviously puts us in the pool. I can say yes, there's been an influence, and of course following things like CNN elections and things, we don't have a direct issue with CNN. The fact that we watch their election coverage also influences the way we do our things.

(Respondent CT01, Source: Field Interviews, 2023)

The sources indicated that trainings that local media organizations receive from international news agencies have been critical in entrenching the levels of influence global media has on local news production and presentation in Ghana. They point to the idea that through these training sessions that are occasionally offered to journalists and other media personnel in Ghana, some forms of knowledge imperialism occur which alters the ways that news is developed and presented in Ghana.

Sometimes, for TV3, we used to have a lot of trainings, and these trainings were held by people from the BBC and VOA. So automatically, what they are practicing is what they are teaching you, and you're going to also end up practicing it. You simply have no other option.

(Respondent T01, Source: Field Interviews, 2023)

In the extract below, the research participant explains that right at the birth of the local news organization, personnel undertook intensive training sessions to equip them with 'standard'

operational procedures to fit international standards in media practice. As a result, the very nature of the content and form as well as presenting styles of the international media were transferred to the local media organization automatically.

As I said, when we started City TV in 2018, we did some training. So, there was a trainer from the BBC who came to take some of our production crew through a 10-day intensive production. So, I can say some of that has influenced the way we do our production, particularly at the BBC. They are like the best in production in the world, and then every so often they do these workshops for their media partners, so we are involved in that too.

(Respondent CT01, Source: Field Interviews, 2023)

4.2.1.2 Making Foreign Content Available to Local News Media

The study discovered that by making foreign news content easily available to local news media, international media organizations imperialize media activities among local media in Ghana. The findings point out that local media organizations tend to copy these media programs that are made available to them by the international media. Local media organizations perceive these media products as top quality and of high international standards. As a result, they copy or imitate the format or some aspects of the presentation in order to also meet international standards and appeal. The study found that some global media giants such as CNN and BBC made content available to local news media through some forms of partnerships, affiliate channels, as well as branches in Ghana. Through these means, international media made their content available to local media organizations.

Sometimes when you watch our TV station, you realize that we've tuned in, we've picked their signal, we are sometimes showing their stories. So sometimes you see, tuning to Joy for instance, and you see it is BBC channel that is playing.

(Respondent JN03, Source: Field Interviews, 2023)

Sometimes with the director of my bulletins we try to watch what the international media is doing, especially Sky TV and BBC. we try to see if we can implement a number of things they do, especially how we want people to appear on television, frame size, and all that, we try to copy. When we're doing graphics, we try to look at how they project their graphics on screen, and then we try to implement it locally.

(Respondent GT02, Source: Field Interviews, 2023)

These firms are multinational in nature. For instance, if you take a look at the BBC, Al Jazeera, and CNN, they have outlets not just in their home countries, but these are organizations that are able to expand. Even as we speak, the BBC

has the BBC World Service as an outlet here in Ghana right now, but it's an establishment in the UK. The VOA is American and has an establishment here in Accra. They have a license to operate through radio. This tells you the type of budget these people are spending, first of all, into the kind of work they are doing and how they are exporting their influence not just to Ghana but to other parts of the world. It's why they are called global.

(Respondent JN01, Source: Field Interviews, 2023)

Perceiving these media products and content as of high-quality standards, local media mimic the forms and structure of these contents with the view of matching up to international standards.

There's a show called Upfront; it's a BBC program that we have. There are several shows; we have a show on Joy FM called Sports Arena, there is a BBC show called Sports Arena, and we've adopted it. So, there are several elements that we have adopted because we believe they are good, and we also believe that if we want to fashion our media house to look like them, we don't think there's anything wrong with copying them per se, but yes, our language and structure are largely influenced by them, and it's very manifest in how we do our things.

(Respondent JN03, Source: Field Interviews, 2023)

This finding corresponds with the writings of Wasserman (2014) and Matos (2012) who have argued that media imperialism is typically expressed through the ease of availability of foreign content on local TV channels. The authors argue that as local media have access to foreign media contents, their own contents and programming become affected.

Again, the study found that the political nature of global media organizations that allows them huge budgets and large audience reach makes their content unavoidable for local media organizations. Some respondents perceive that these characteristics make content, programming and other forms of global news organizations attractive for local media adaptation.

These organizations have budgets, have structures that spread across the world so they are able to bring you relevant information that could feed your news item and agenda on a daily basis.

(Respondent JN01, Source: Field Interviews, 2023)

4.2.1.3 Funding

The findings of this study discovered that one of the ways through which media imperialism is expressed is through financial assistance given to some local media organizations in Ghana. The study found that although the funding was done indirectly in most cases, it had some implications on the forms of content that were being produced by the local media organizations that received the funding.

These are the stories they are interested in, and they are the ones giving us the funding, so of course it will influence the kind of content that we also put out.
(Respondent T01, Source: Field Interviews, 2023)

The latent meanings of the extract below support the findings that some local media organizations in Ghana benefit financially from funding schemes by global media organizations. The extract suggests that by receiving funding directly or indirectly from international media organizations such as BBC and VOA and CNN, the content, presentation style and newsroom structures are affected by the dictates of the international media giving the financial support.

But I believe that it is also because of the image that we present of ourselves, which I attribute to foreign media influence. They want a certain narrative, and they have a way of getting that done. Whether you said yes or no, consciously or unconsciously, they are giving you funding.
(Respondent T01, Source: Field Interviews, 2023)

The data gathered indicate that funds that are offered to local media organizations by international media organizations, either directly or indirectly have critical consequences in entrenching the media imperialist activities. The study found that indirect funding which sometimes may be in the form of subsidies on training and equipment allows for international media organizations to instruct local media organizations on the content, form, and structure of news programming of local news media in Ghana.

4.2.2 Positive Implications of Global Media Influence on Local Media News Production

The study discovered that local media organizations in Ghana do benefit from the influence of the content, presentation style and structures of international news organizations. The study found that the positive implications of this influence-based relationship are exhibited in three main dimensions: the presentation style, improved quality of content, and investment in media infrastructure and technology.

4.2.2.1 Improved Presentation Style

Through the in-depth interviews with media personnel in Ghana, the researcher discovered that the influence of global news agencies on local news production has been essential in improving the standards of presentation among media organizations in Ghana. The study found that by being open to different presentation styles, learning, and adopting the different presentation styles used

by global media agencies, journalists in local media in Ghana have improved news presentation styles and techniques.

TV is still growing in Ghana. But luckily, it's easy to even see the standards because every newsroom has about four foreign TV stations that it watches. So, it's been very positive. If you listen to Umaru Sanda's presentation style for his documentaries, you can tell who he has been watching, and you can say the same about many of our anchors.

(Respondent CT01, Source: Field Interviews, 2023)

Anyanwu, Agu and Ifeanyi's (2015) study in Nigeria on a similar phenomenon demonstrated similar findings that support the idea that journalists of local media organizations are highly impacted by media globalization.

The findings further show that the improvement in presentation styles of local media organizations has also been felt not only in technological and technical aspects of news presentation, but it extends to even the dress code and language use. Some respondents mentioned that the influence of global media on local media has been extreme and holistic.

But if I spend a lot of time learning how the BBC, Al Jazeera, and CNN do their documentaries and try to inculcate that in my situation, I'll get a better result. Also, we are looking at how they even read the news and pronounce words. As I mentioned, they are the standard, the language is theirs, they are the originators of the language, and we are just learning the language from them, so why not learn it from those who own the language and then speak it the way they do.

(Respondent T02, Source: Field Interviews, 2023)

You check our media space, special reference to television and everything we are doing is everything we have ticked or marked correct on mannerisms and attitudes, phonetics and pronunciations, dressing, even composure, composure on sets, everything is literally what people have tagged correct from global or foreign media, so you sit or something goes off on air and you are asked would you see this on BBC, would you see this on CNN? So yes, over the years, from our equipment to running our bulletins, even how we design the montage that precedes the bulletin, how we wrap up, how we want to take our breaks, everything, we all want to look like the BBC, so you would have to check your pronunciations.

(Respondent MT03, Source: Field Interviews, 2023)

Respondents acknowledged that as a result of training and the availability of content from international media, local media personnel have improved their dressing codes while presenting

the news. The respondents highlighted a shift from a seeming non-communicative means of dressing to adopting dressing codes that communicate to the audience as one of the key areas where media globalization has impacted the presentation styles of media organizations in the country.

I guess I would say yes. In this instance, I'll compare GBC (Ghana Broadcasting Cooperation) to other private media houses. If you look at the dressing initially, it was more of an African print, so if someone is seen on TV, the person should be dressed in a certain way, covered, you know? But when we look at foreign media, we realize it's not strictly that way. People just have to look appealing, and for TV3, it was basically that. So, it doesn't necessarily mean that they should be in a certain dress, but at the end of the day, is it appealing to people?

(Respondent T01, Source: Field Interviews, 2023)

The study further discovered that some of the participants perceived that the influence on dress codes has been partially felt with some media organizations in the country blending corporate dressing codes adopted from international media and the use of traditional dress codes. This prompts the indication that the dress codes of news anchors have been influenced to the extent that initial dress codes of traditional touches have been replaced either entirely or partially by 'formal' Western corporate dress codes. This finding agrees with that of Pieterse (2004) who argues on the idea of dress code hybridization as one of the key manifestations of the impacts of international media on local media and their news presenting styles.

For us as anchors, the way we dress, you hardly see us dressed in African attire, unless it's the weekend or it's Ghana month, like we're in March, then you see most of the networks dressed in African attire. But most of us dress formally, and when we say formally, we are mostly from the West.

(Respondent GT03, Source: Field Interviews, 2023)

Similar to Zhang (2008) assertion that the impact of global news media is grave even on individual journalists, the findings of this study further revealed that another way through which the presentation styles of local media organizations have been positively impacted, has been through the use of English language. The study found that news reading with the use of the English language have been positively affected with news anchor paying more attention to news presenting styles, pronunciations, and phonetics. The study found that as a result of being privy to international standards, local media use of the English language as news presenting language has seen some significant improvements. The findings revealed that some journalists have been

impacted greatly to the extent that they present in a similar fashion as international journalists they consider their mentors.

For instance, Owen Bennett-Jones of the BBC is someone I describe as my role model or mentor... I like how he does his presentations.

(Respondent CT02, Source: Field Interviews, 2023)

I remember there was a time many years ago when I was beginning TV, they would give you a template that you have to look out for when you want to be the presenter. And those templates are almost always a BBC template or a CNN template, the colour combination of the anchors or even in terms of when they are on the field reporting, the kinds of things they look out for when they are on the field reporting, even the costume they turn up in, location, things are constantly being influenced. They ask you to look up to those people, so that you do it just how they do it. And it is also that way because as I mentioned earlier, they are the standard. So, once it's one global standard we are all aspiring to be, why not motivate around the BBC or the CNN? They are not the only global media outlet, but they are the most credible, the most widely known, the most, you know, they've been around for long so it's very easy to look up to them as a developing country and media in developing countries like us.

(Respondent T02, Source: Field Interviews, 2023)

So, I say to people, and if you see a word like mayor in a news script that you are reading, and in Ghana, everybody will say, May-yoh, May-yoh, May-yoh. And I tell people that's not the pronunciation of it. The British will say, 'Meuh.' And that is how it has to be pronounced.

(Respondent T02, Source: Field Interviews, 2023)

Similarly, Anyanwu, Agwu and Ifeanyi (2015) found in their studies of the Nigeria media that media globalization in Nigeria is commonly expressed through the heavy use of the English language in most news media channels in the country. The authors present that by constantly using the English language in news media programming, media production pre-dominantly mimics that of the Western Media culture. Furthermore, the authors discovered in their study that the constant use of global media content as a blueprint for local news production and distribution, improved the use of the English language by news anchors in Nigeria.

4.2.2.2 Improved Quality of Content

Authors such as Pavlik (2000) and Kraidy (2002) have argued that media globalization has critical implications on the quality of contents that is produced by local media organizations. The authors mention that as journalists become privy to the methods and techniques adopted by Western media organizations, their methods of news gathering and presenting are improved significantly. This

study made similar findings as regards the quality of content produced by local media organizations.

The study identified that as a result of media globalization, local media content has seen some significant improvements in recent times. The findings point to the fact that by adopting global media content and learning from such content local news organizations have improved their news content.

So, content wise too, sometimes there's an international story, a story that has international dimension. For instance, the recent earthquake in Syria and then in Turkey. We tried to look at how they handled it on both CNN and then Sky. I was constantly following, especially at dawn when I wake up, I try to flip channels to see how they handle the earthquake situation. Then I come here and then try to localize it.

(Respondent GT02, Source: Field Interviews, 2023)

The study found that strategic activities such as training from international media organizations, and technical assistance have resulted in improvements in the quality of content from local media organizations. Local media organizations take cues from how international media organizations tackle news ideas and how they develop story angles. Some of the research participants asserted that learning from global news media powerhouses have improved how they approach news sources, ask questions and treat local news stories.

BBC has been around since World War II, so it has a track record. CNN has burst onto the scene and is doing so much too. Al Jazeera. I mean, I always say to people that if you want to learn how to do a TV documentary, you should watch Al Jazeera. I say that they do the best television documentaries. I also teach students and say that if you want the best radio documentary, you go to the BBC, you know, and for people who like television news covers, presentations, all of that, I say go to CNN; they will give it to you in the best way possible. So of course, even in school, you would learn that, and as a student journalist, when you learn that and you come onto the field of practice, it's only natural that you would learn and you may start using those things, sometimes even unconsciously. I was guided largely by content on BBC radio.

(Respondent CT02, Source: Field Interviews, 2023)

In the extract below the speaker suggests more implicitly that by having association with international media, local media organizations have become aware of how to use sources and the right ones to use, and at which points in time. The speaker notes that local news media have developed into using verifiable news sources that are credible and can be authenticated instead of

using singular local news sources that may have the possibility of diminishing the quality of the news story. This proves that to a very large extent, western media practices from global media organizations have become adopted in the local media and journalists are now seeking to provide internationally accepted content.

So, because Bloomberg has attained credibility as a business platform, anything it reports on in any country is assumed to be credible. So, at the moment, Bloomberg reports are very, very common. Like you find main platforms like Metro TV picking up on Good Morning Ghana that Bloomberg has reported this and that.

(Respondent MT01, Source: Field Interviews, 2023)

The study again discovered that copying international news standards and striving to produce content in that regard have led to the development of quality news content as local media organizations perceived the content from international media organizations as standards for performance. Hence, by imitating their ideas, story angles and approach to using story sources, the news content of local news media has become positively affected.

The study also found that content quality has been improved as local news outlets are beginning to adopt new and improved ways of storytelling from international media organizations. Thus, local television channels have adopted storytelling techniques that imbibe new techniques such as the use of infographics to improve the content of news production.

In the extract below, for instance, a vivid picture is painted by the participants on how a television channel adopted the use of infographics to improve their storytelling tendencies as it has been done over the years by international media organizations. The result of this is that the quality of the news content produced by these media organizations in Ghana has become improved and diversified for audience consumption.

Now, they don't only show motion pictures; they also give graphics. So instead of saying the narrator is just telling the story of 2000 accidents that happened in the year 2022, now you have a slide. So as the narrator mentions the figure, the figure shows on the screen in a slide format, and I was asking my colleague what that means for me, the news consumer. And his point was solid. he said, Look, CNN, and BBC do it because it's a way of storytelling that doesn't make you bored. So, it's a form of variety. Just telling the same story, but this time using different means.

(Respondent GT01, Source: Field Interviews, 2023)

4.2.2.3 Investment in Media Infrastructure and Technology

Scholars such as Archibugi and Pietrobelli (2003), Shahzad (2006) and Thussu (2010) have argued that globalization, and by extension media globalization has accounted for the influx of multinational news agencies in many parts of the world. The establishment of these international news agencies across the world, and in particular, third world countries has led to an expansion in media development in these parts of the world. Whereas this has served as a root for the advancement of Western imperialism, it is almost impossible to discount the relevant contributions these international news agencies have made towards the development of news media in these third world countries. As the findings of this study highlights, one critical development witnessed in the media landscape in Ghana since the influx of international media has been the investment in media infrastructure and technology in Ghana. Today, more and more television journalists in Ghana are trained by experts from these international media organizations, they provide some of the local media with funding to obtain relevant technologies to enhance their news production and distribution process and as a result the media in Ghana is developing speedily.

When it comes to presentation, language, and setting. I can even single out BBC, for instance, has a strong influence on how Joy News is set up,
(Respondent JN03, Source: Field Interviews, 2023)

Take CNN. Why are they so popular? Why are they widely accepted as a credible media house? Because they have been doing something right over the years. You take Al Jazeera, why? Because they are doing something right. And it's in that spirit that I believe they have the kind of influence they have on us. We have a genuine desire to be a reputable media organization, not just in Africa but around the world. And we believe that if there's any other media house that has established itself in that regard, then we will be open to picking from them and learning from them so that we can also rise to that level, which is why you can even see that some of our personnel from this media house have even gone to work in those places, talk about Komla Dumor, from Joy FM to the BBC. Currently, there's a guy named Daniel Dadzi who is also from Joy FM but is now at BBC, and quite a number of them have ended up there because we've been able to raise ourselves and implement certain things so that on any given day, even some of our staff can go and work at those media houses. So, I think it's because of the experience, the credibility, and, over the years, the kind of good work they've done, which we believe is indeed laudable. I believe that's why they have the influence they have on us and just like everybody has a mentor in their life, you can say we see them as our mentors.

(Respondent JN03, Source: Field Interviews, 2023)

According to the accounts of journalists and media personnel from Ghana, the influx of global news agencies does have some degree of positive impact on the production and distribution of news at the local level. Their claims are that these global media organizations are the standard for practicing professional journalism and thus, it is unfitting for a nation whose media is still fledgling to not learn and adopt the practices used by the ‘best’ media organizations in the world. While studies have proven that indeed these global media giants present some elements of positive impact to news media in these third world countries, some scholars have emphasized the need to look beyond the carpet as most of these engagements are recipes for western imperialism (Thompson, 1995; Thussu, 2003; Siochru, 2004; Sari, 2019).

4.2.3 Negative Implications of Global Media Influence on Local Media News Production

The impact of global news agencies on local television stations have not only been positive but yields some negative implications on local news production. The findings of this study identified the following as the two main ways global news media have negatively impacted on local television stations in Ghana. The study discovered that global news agencies negatively affect the content and programming of local news media and causes content replication as well as a poor representation of the image of Ghana and largely Africa unfavourably as strategically dictated by international media organizations.

4.2.3.1 Content Replication

The study showed that media globalization and imperialism from global media organizations on local media may affect the authenticity of local news content. The study found that, while local media organizations copy and adopt international media content and standards, they are likely to simply replicate stories that are being told by these Western media giants. As a result, local news stories are not presented with a sense of authenticity by with a wider view of international audience reach in mind. This corrodes the originality of media content and make these contents replications of the international news.

I think that we are so much influenced by the stories they tell. So now I realize that even the African Union and the OAU are trying to produce content that gives a positive image of Africa and even Ghana. But because of the kind of stories that we see, we end up also doing a lot of negative stories because we

believe that those ones sell; these are the ones that the foreign media are telling.

(Respondent T01, Source: Field Interviews, 2023)

Some of the respondents further argued that the use of the English language, the adoption of western forms of news angling, dressing, as well as other strategies akin to the western practice of journalism is likely to affect or replace original Ghanaian techniques of storytelling. The study found that as a result of the availability of news content from these international media giants, some local media organizations simply air content from them without local interpretations and contextualization.

So, I think maybe about 90% of Ghanaian media houses would always connect to the BBC, DW, VOA, CNN, and Al Jazeera at night to rebroadcast their content. Some even during the day. We have a standing partnership with DW. We even carry their content during peak hours. So, I think they have a great impact. That's why we are still with them.

(Respondent CT02, Source: Field Interviews, 2023)

4.2.3.2 Unfavourable Representation of Africa in African Media

The continuous linkage with global media organizations in terms of media globalization has severe consequences on how Africa is represented even in the African media. The findings of this study discovered that copying or adopting international media standards and content will in the long run mean that local media in Ghana will have to reproduce news content from international media and adopt storytelling and news-angling formats used by these media giants. The implication of this is that while the international media may consciously or unconsciously focus on negative news from Africa, local news media in Ghana is also likely to focus on such stories as well.

Evidently, this is seen in the forms of stories that local media in Ghana reports on when presenting stories from other African nations. Because local news media replicate international stories from global media organizations who often focus on war, hunger, election violence and death angles from Africa (Aduwku, 2020), international news stories in the Ghanaian media also tend to portray Africa in a similar light. Thus, the establishment of easily accessible content from international news agencies like BBC and CNN and the negative portrayal of the African continent by these international news agencies are likely to be replicated in the local news media in Ghana. This

consequently creates a situation where both local media and international media portray an unpleasant image of Africa to the world.

Whereas the findings of this study did not explicitly indicate that these representations are always intentional, it did not mention either that they are not always unintentional. However, the reality of media globalization is such that the uneven flow of media content about Africa through African media to Africans is highlighted by unfavourable representations. Local media organizations, in a bid to produce content only re-present these representations and further entrench these unfavourable representations (Adetokunbo-Edmund, 2016; Aduwku, 2020; Okpodo, 2021).

A respondent contends that western media continue to feed local media with free footage about Africa, their narratives about Africa are adopted and reflected in local media organizations. Accordingly, international news agencies focus on the negatives of African societies while reporting inadequately on the positives. These footages are made free to local media in Africa who also intensify these depictions.

Especially that Ghanaians want to think that what should trend should be the negative. And that is what the Western media has fed us for a very long time. We live in Africa and know about the beautiful places in Africa. Instead of selling those beautiful places we continuously go to rural communities to tell stories about how people are suffering. Even if they are not suffering, we say they are suffering. Sometimes we ask people in rural communities, how do you feel living here?

(Respondent GT02, Source: Field Interviews, 2023)

Scholars including Adukwu (2020) and Okpodo (2021) have contended that media globalization may tend to have dire consequences on media activities in third world countries. The seemingly free and easily accessible news content from global media superpowers may corrode media in Africa to wane into the unfavourable narratives regarding Africa. Hence, as this study has found, the authors have also argued that media globalization and media imperialism tend to represent Africa in an unfavourable manner.

4.3 Chapter Summary

The chapter presented and discussed the findings of the content analysis and in-depth interviews conducted for the study. The findings were presented and discussed based on the research question that guided the conduct of this study.

In an attempt to respond to research question one which sought to understand the extent to which local news media reflect global news production, the study analysed the content of news bulletins from two global media agencies – CNN and BBC and five Ghanaian news media – Joy news, Citi Newsroom, TV3, Metro TV, and GhOne TV. The findings indicated that there are profound similarities in the news production and distribution process of global media giants such as BBC and CNN and Ghanaian television networks. Specifically, the study highlighted similarities that relates to news presentation style, struct of newsroom setup, and use of advanced technology. These similarities demonstrate that Ghanaian television networks to a large extent, reflect the news production and distribution processes that are used by international news agencies.

The second research question sort to establish the positive and negative implications of news production and distribution by Ghanaian television networks being influenced by global media agencies from the perspectives of media personnel in Ghana. To achieve that, the researcher firstly, ascertained the underlying conditions that enabled global news agencies to have an influence on the news production and distribution process of local television media in Ghana. The study discovered that among many factors, the predominant reasons for the prevailing influence of global news giants over local media are as a result of the investments made by foreign media in the Ghanaian media landscape. Specifically, these investments include financial aid and media training offered to local television networks in Ghana. Accordingly, the study highlighted the positive and negative impacts of global media on news production and distribution at the local level from the perspectives of media personnel in Ghana. Whereas some of the respondents mentioned improved standard of news production and presentation as noble outcomes of the impact of global news agencies on news production at the local level, other respondents stressed the need to not overlook the adverse implications such as the unappealing representation of Africa even within African media.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This section of the study looks specifically at providing a summary to the entire research. Additionally, the chapter provides some critical conclusions based on the findings made from the content analysis and interview sessions with media personnel in Ghana. The chapter also focuses on providing some limitations to the study and suggesting some recommendations based on the findings made.

5.1 Summary

The core of this study was to investigate the case of media globalization and media imperialism from the perspective of media organizations in Ghana. Thus, the study was interested in understanding the extent to which media organizations in Ghana are influenced by media organizations from the Western world. The study was interested in analysing the contents, style of news presentations, as well as technical aspects of news production and distribution that stimulated the recognition that media organizations in Ghana experienced some forms of influence from international media organizations.

To ascertain how local media in Ghana mirrors worldwide news programming and style, the research conducted a content analysis on a sample of media outlets. The study focused on comparing key aspects of news bulletins from global media outlets like the BBC and CNN with local media outlets including TV3, GhOne, Citi Newsroom, Metro TV, and Joy News. News bulletins from these selected international and local television stations were sampled for the study, and their content was analysed to look for patterns and distinctions that would indicate how foreign media news production and distribution is reflected in the Ghanaian television news media.

Additionally, findings from the qualitative in-depth interviews were gathered to provide an understanding to how Ghanaian media professionals perceived the good and bad effects of local media mirroring foreign media news in Ghana.

The first goal of this study was to determine the extent to which Ghanaian local news programmes generally reflect those of foreign media. The research wanted to see how and in what areas of news

programming the Ghanaian media organisations chose to replicate the coverage of foreign media. The study wanted to grasp this from two different angles: the way news is presented and technical and technological considerations.

The study shows that there are some broad similarities between local and international news production and distribution. The employment of solo anchors in newscasts was one of these resemblances as discovered through the content analysis carried out for this study. The analysis discovered that several of the Ghanaian television networks had started using lone news anchors to convey the news as done by the international media.

The study also discovered that local news media presentation was structured after how international media used live on-set interviews. The study discovered that the majority of Ghana's local news media organisations have embraced this as a prominent characteristic of news presentation. Thus, the study discovered that live interviews were a key mode of adoption from global media that the chosen local media organisations had used.

The study further discovered that the technological components of production employed by media organisations in the West had an influence on the technical and technological components of production utilised by local media in Ghana. The technological production of local media organisations in Ghana was therefore found to have components of the global media, according to the content analysis. The study found that local media in Ghana also utilised dynamic slugs, which changed as frequently as could be expected and in rhythm with the content being alluded to by the anchor or interviewee, in a manner that was consistent with the strategic storytelling employed by global media giants.

Also, the study found a crucial feature in the news presenting styles of the global media giants that allowed audiences to view communication between news anchors and other persons (either reporters or interviewees) through a screen. The study found that, similar to news presenting practices of international media, anchors in local television media outlets used screens to discuss topical issues with interviewees while on set.

The study's second goal was to understand, from the viewpoint of professionals in the Ghanaian media, the detrimental and/or good effects of how global media form and style affect local media news output.

The study found that local media organizations in Ghana benefitted from the influence of the content, presentation style and structures of international media organizations. The study discovered that the positive implications of this influence-based relationship are exhibited in three main dimensions. These include impacts on the presentation style, improved quality of content and an investment in media infrastructure and technology.

The findings presented in this study demonstrated that there are both good and negative effects of the influence of foreign media on local news production and distribution. According to the study, there are primarily two ways in which this impact has harmfully affected news production and distribution at the local level. It was discovered that the influence of these powerful international media agencies negatively affects the local news media's programming and content, and results in content duplication. Additionally, the study discovered that this impact has such ramifications that local media may have the propensity to portray Africa in a negative light as determined deliberately or nonchalantly by multinational media organisations.

5.2 Limitations of the Study

Firstly, the study was limited in terms of the depth of content used for the content analysis. Whereas the sampled news bulletins provided the researcher with ample data to make inferences to respond to the research questions, the use of just two news bulletins from each media house was insufficient to enable the research to establish other critical patterns such as the gender representation of news anchors in Ghanaian television news media as compared to the West.

Also, the study is limited in terms of scope. The research's focus on understanding the positive or negative implications of global media impact on local news production from the perspectives of only news personnel from the local, limits the understanding of the complexities associated with the phenomenon. An interview with media personnel from some of the global media giants would have enriched the study with a balanced appreciation of media imperialism.

5.3 Conclusion

The findings made of this study point out critical issues that are essential for media studies especially concerning media globalization and imperialism. This study was premised on the argument that media globalization has critical implications from media imperialism and that media forms and content from global media superpowers have some influence on content production of local news media. The study thus, tried to understand how this is the case; with critical focus on how local media in Ghana mirrored content, production and presentation style of huge media giants such as BBC and CNN.

The study found that there exist some similarities between the structure, production and presentation styles observed on BBC and CNN and that of selected media organizations in Ghana. Hence, the findings point to the realization that local media presentation of **the news was heavily influenced by media activities and production style from these global media organizations.** Furthermore, the study found that while these similarities existed, they occasioned both positive and negative implications for media practice in Ghana.

The study discovered that mirroring global media productions and presentation styles led to the improvement in the quality of media products developed by local media while also improving the presentations styles of the news anchors in Ghana.

Additionally, the findings showed that one of the negative implications of the impact of global news media on local news production and distribution is the undesirable representation of Africa in African media.

The findings of this study overwhelmingly, lead to the acceptance of the conclusion that media imperialism is indeed empirical in Ghanaian news media today. Thus, it is conclusive that international media organizations have established significant influence over news production and distribution at the local level as have been argued by many international media and communication scholars. Furthermore, this study concludes that media imperialism occurs in a more subtle and strategic manner rather than a direct manner.

The findings also point to the conclusion that media imperialism (especially within the discussions of global media) is not always negative as has been represented by some scholars. The study concludes that the implications of global media imperialism are both positive and negative.

5.4 Recommendations

The following recommendations are made in line with the core findings and conclusions made in this study.

- Local media organizations in Ghana, and across third-world nations should endeavour to develop funding schemes and strategies that do not make them dependent on financial assistance from huge international media organizations or from Western sources in general. The study found that funding from Western sources was a critical means through which media imperialism is manifested.
- It is further recommended that local media organizations adopt a strategic hybridization of content, production and presentation styles while producing content for their local and international audiences. The study found more negative implications on the complete reliance on foreign media content and style. Hence, for local media to seem more authentic and more appealing to the international community it must endeavour to produce original content and style with internationally accepted standards.
- Television broadcast media in Ghana, and across Africa should ensure they use the media as a tool to project positive values of Africa and not blindly represent Africa negatively based on the content they receive from Western media giants.
- It is also recommended that for media imperialism to be realized less among news media in Ghana, it is essential that the direct use of foreign news content is discouraged to a large extent. This study recommends that media organizations in Ghana should filter unfavourable representations of Africa through the use of strict editorial policies and strategies.
- Finally, the study recommends that, despite its seemingly relevance, local media personnel and organizations as a whole avoid completely or limit the extent to which they depend on international media giants for media training. Thus, media institutions in Africa must begin to invent creative ways to produce and distribute news content that would not be a replica of Western ideologies and media culture.

5.5 Personal Reflections and Suggestions for Further Research

- The researcher suggests that other studies must consider expanding the reach of this study to other African nations such as Nigeria, South Africa and Kenya amongst others to adequately tell the situation of media imperialism across the African continent. Similarly, other studies can consider extending this to other third-world nations across the world to understand how the flow of media products in a globalized context lead to or facilitate media imperialism in recent times.
- The study also suggests that other researchers can consider using interviews to gather data from Western media professionals to understand their perspective of media imperialism in Africa.
- Finally, the researcher recommends a longitudinal study to provide a more established pattern of media imperialism in Ghana. The researcher suggests that a similar study is conducted, this time, over a long period of time to accurately judge how media imperialism has existed over time in Ghana. To enrich this phenomenon, other studies can include other media forms such as newspaper production and radio broadcasting.

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APPENDIX A

INTERVIEW GUIDE

1. Based on your experience as a journalist, how do you think global media has impacted or otherwise on media production in Ghana?
2. News setup, presentation style, and language, among others, seems to have some form of resemblance with that of the international media, what do you think is the reason for this?
3. In your opinion, how has the rise of global media platforms affected the Ghanaian television media outlets?
4. How do you think global media influences the content (news) that is produced by Ghanaian television media outlets? Example, the news production and distribution process.
5. Do you think the impact of these global media on Ghanaian television media is positive or negative and why?
6. How do you think Ghanaian television media outlets can remain relevant and competitive in a world dominated by global media platforms? What strategies should Ghanaian TV stations adopt to remain relevant in today's global world?
7. How do you think the relationship between global media and local media (Ghanaian television) will evolve in the future?
8. As a professional journalist, can you share any experiences or observations on the impact of global media on your television outlet?
9. Finally, do you have any recommendations for local media (Ghanaian television) outlets looking to stay relevant in within the next ten years?

APPENDIX B

NEWS BULLETINS FOR CONTENT ANALYSIS

BBC

<https://www.youtube.com/watch?v=g4FoJelTvHY>

<https://www.youtube.com/watch?v=unuGkEUHAdo>

CNN

<https://www.youtube.com/watch?v=aCPfQn5bymA>

<https://www.youtube.com/watch?v=vLV98T3WE2c>

CitiNewsRoom

<https://www.youtube.com/watch?v=8-B9c8abPjo>

<https://www.youtube.com/watch?v=ZJW9dy-3F-c>

TV3

<https://www.facebook.com/TV3GH/videos/742810374073489>

<https://www.facebook.com/TV3GH/videos/1222625855274039>

JoyNews

<https://www.youtube.com/watch?v=bBYVKmSnANc>

<https://www.youtube.com/watch?v=CHSYyS9bqA>

GhOne TV

<https://www.facebook.com/Ghonetv/videos/941371183903102>

<https://www.facebook.com/Ghonetv/videos/724336335745082>

Metro TV

<https://www.facebook.com/metrotvgh/videos/1235101960692542>

<https://www.facebook.com/metrotvgh/videos/716089460210222>