

GHANA INSTITUTE OF JOURNALISM



**CONTENT ANALYSIS OF GHANA NEWS AGENCY (GNA) REPORTAGE ON
SANITATION IN THE TEMA METROPOLITAN AREA**

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**A LONG ESSAY SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES AND
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DECLARATION

I, hereby, declare that this long essay is the result of my own original work and that no part of it has been presented for another degree in this university or elsewhere except for the references to the literature which have been duly cited herein, this work is the product of my research. This research was undertaken by me at the Ghana Institute of Journalism, under the supervision of Dr. Kofi Amponsah-Bediako. I, therefore, take full responsibility for every aspect of this work.

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DEDICATION

This work is dedicated to my parents, Mr Eric Awuku Dika and Mad. Christine Atsufi Tudzi.

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ABSTRACT

This study presents a quantitative content analysis of online news report by the Ghana News Agency (GNA) on sanitation in the Tema Metropolitan area. Though it is widely held that sanitation affects public health and other sectors of human life, more is yet to be known as to how the media reports on sanitation issues and how that can aid in addressing the situation. Therefore, adequate awareness has to be made to determine the role the media play in ensuring and maintaining a healthy environment.

The main objective of this study was to find out how the Ghana News Agency (GNA) report on sanitation issues in the Tema Metropolitan area. The findings of the study were that the frequency of news stories on sanitation in the area makes it necessary for the appropriate agencies to find solution to the problem. Another finding was that understanding the current sanitation situation and the factors that contribute to the problem also helps to educate people on how to improve upon sanitation in their communities.

It was recommended that, in view of the importance of good sanitation practice, further study should be done to determine the contribution of the media, especially social media, in improving the sanitation situation in the country.

CHAPTER 1

INTRODUCTION

1.0 Background of Study

Sanitation is the provision of facilities and services for the safe disposal of human urine and faeces, and the maintenance of hygienic conditions through services such as garbage collection and wastewater disposal has occupied a significant attention of the world (WHO 2010). Vulnerable groups such as the poor, children, women, the disabled and the elderly have suffered the most from the economic impacts of poor sanitation according to various studies (Mara et al., 2001; Wright, 1997; UNICEF, 1999). For example, Mara et al., (2001) showed that, in 2008, diarrhoeal diseases were the leading cause of death among children under age 5 in sub-Saharan Africa, accounting for 19% of all deaths in this age group. Throughout the world, an estimated 2.5 billion people lack basic sanitation (more than 35% of the world's population) (World Health Organization & UNICEF, 2012). A recent paper by Isunju et al. (2011) highlighted a lack of recognition of actual drivers for sanitation improvements.

Sanitation types are many. The various types of sanitation include, community led total sanitation, dry sanitation, ecological sanitation, and environmental sanitation (AKUT Sustainable Sanitation, 2014 as cited in Sanni, 2015). The author went further to give a brief description of the Community-Led Total Sanitation (CLTS). CLTS is an approach to achieve behaviour change in mainly rural people by a process of triggering behaviour change, leading to spontaneous and long-term abandonment of open defecation practices. CLTS takes an approach to rural sanitation by ensuring communities recognize the problem of open defecation and take collective action to clean up and become "open defecation free." While this talks about the rural area, I believe same if not

more can be said about urban people like residents in Tema where you see people openly defecating at the seashores, bushes and sometimes some abandoned building structure.

We may not yet know all the effects of sanitation systems particularly pertaining to fishing communities which gives reason to managing sanitation systems properly. The wide variations in cultural practices, coupled with ineffective resource management, unknown motivators behind sanitation choices and inconsistent implementation of technologies, create many unique challenges, which restrict the improvement of sanitation systems in developing countries like Ghana.

Mass Media play a very important role in both developed, developing and less developed countries. The media helps to promote the freedoms and rights of citizenry. It has been largely accepted that the mass media is the fourth estate after the Executive, Legislature and Judiciary in every democratic state. This study explores the role of the Ghanaian media in creating the awareness, resoluteness and attitudes that harness the energies of citizens for better living conditions. Jefferson, (1898) captures the importance of the media more than a century ago that: “Were it left to me to decide whether we should have a government without media or media without government, I should not hesitate a moment to prefer the latter.”

This study sets out to analyze how the Ghanaian media especially the Ghana News Agency (GNA) cover sanitation stories in the Tema Metropolitan area in hope that the outcome would propel deeper discourse and further enhance the resolve to sanitize the community.

1.1 Statement of Problem

Ghana as a country, especially the southern part, is characterized by a lot of economic activities such as fishing, dense population and is constantly faced with sanitation challenges. A key

challenge facing the city of Accra is bad sanitation and waste management. It is characterized by choked drains, indiscriminate waste disposal and uncollected refuse in central waste containers (AMA 2006). A study by Amoah and Kosoe (2014) indicate that organic waste forms chunk of wastes that are collected from not only markets but households as well. The study maintains that ineffective waste management was prevalent in several cities of Ghana owing to the fact that less than a half of the tonnes of waste generated per day are collected, and this poses serious environmental and public health hazards (Amoah & Kosoe, 2014).

Tema is a city located in Southeast Ghana, near Accra. The City was built in 1960 as a manmade harbor. Its port, developed in the 1950s and opened in 1961, is the busiest in Ghana. With the opening of an artificial harbor in 1961, Tema developed from a small fishing village to become Ghana's leading seaport and an industrial center. Most of the country's chief export, cacao, is shipped from Tema. The city has industries producing aluminum, refined petroleum, chemicals, food products, and building materials. Tema is considered the "heart of the country's development.

Tema in general is known for its well-planned communities by Ghana's first president, Osagyefo Dr. Kwame Nkrumah. Tema is relatively clean with proper sewage systems and good road network. However there are few communities within the area which are plagued with poor sanitation. The fishing business is really booming in the community with mainly the women being fish mongers. The community suffers from indiscriminate dumping of waste, improper sewage systems, littering and open urination and defecation. Due to overcrowding in the community, it lacks sanitation facilities. Based on the negative effects of poor sanitation on the health of the people, something has to be done.

Therefore, this research seeks to discover the sanitation issues in the Tema Metropolitan area by conducting a quantitative content analysis on the Ghana News Agency website.

1.2 Objectives of the Study

The broad objective of this study is to discover how the Ghana News Agency (GNA) report on sanitation issues in the Tema Metropolitan area. The specific objectives of the study are:

1. To examine the current sanitation situation in the Tema Metropolitan area.
2. To identify the factors that contribute to the sanitation situation in the Tema Metropolitan area.
3. To assess the frequency of news reportage on sanitation issues in the Tema Metropolitan area by the Ghana News Agency.
4. To investigate how Ghana News Agency reports sanitation stories in the Tema Metropolitan area.

1.3 Research Questions

The study will be guided by the following research questions;

1. What is the current sanitation situation in the Tema Metropolitan area?
2. What are the factors that contribute to the sanitation situation in the Tema Metropolitan area?
3. What are the frequencies of news reportage on sanitation issues in the Tema Metropolitan area by the Ghana News Agency?
4. How does the Ghana News Agency report sanitation stories in the Tema Metropolitan area?

1.4 Scope of the Study

This study covers the Tema Metropolitan community, a community located along the coastal belt of the Greater Accra Region of Ghana. The researcher found this community useful for the study because of the unique challenges of sanitation it presents. The community was once clean where

traders and people took their wastes; each to his/her house for disposal. Structures began to emerge as the area was burgeoning, but no clear signs of sanitation facilities, like good drainage systems and mass refuse containers, were existent. Observably, the level of infrastructure in the area was medium. The community was relatively organised and contained a wide variety of houses, wooden structures, stores and stalls, market and open spaces which accommodated petty traders during business days. Gutters or drains have been partly constructed as there were signs of construction projects yet to be completed. There are concerns of people regarding some level of apathy of state sanitation agencies and indiscriminate disposal of waste which make the issue of sanitation in the area a matter of interest.

The Ghana news Agency (GNA) was established on March 5, 1957, i.e. on the eve of Ghana's independence and charged with the "dissemination of truthful unbiased news". It was the first news agency to be established in Sub-Saharan Africa. GNA was part of a comprehensive communication policy that sought to harness the information arm of the state to build a viable, united and cohesive nation-state. GNA has therefore been operating in the unique role of mobilizing the citizens for nation building, economic and social development, national unity and integration.

The GNA is instrumental in carrying government messages, policies, plans and programmes to the people, including those in the remotest areas of the country. GNA's operations also give a voice to the vast majority of citizens living in rural areas, thereby promoting good governance and reducing the urban bias of news reportage. In effect, GNA highlights the problems, desires, difficulties and aspirations of the public. Thus, matters of great importance including, disasters and incidence of diseases such as Buruli Ulcer are promptly brought to the attention of the government for action (Ghana News Agency website).

1.5 Significance of the Study

The study is significant in a number of ways. First, the study helps to deepen awareness of the sort of social canker that poor sanitation poses. The awareness of the effects of poor sanitation in the Tema Metropolitan area, for example, would reawaken individual, government and international organizations and NGOs' quest to advance the campaign for good sanitation. This kind of awareness will instill an urgent passion and resilience necessary for change of behaviour and consistent implementation of strategies and regulations that would inure to promote good sanitation within the country.

Secondly, this work gives knowledge that would help stop the negligent attitudes and indiscriminate pollution in the community. This is because the study shows the patterns or ways in which negligence, action or inaction revolves to create the sanitation problems that raise the cost of living and being fruitful in the country. Thirdly, the work provides an additional information and knowledge that will guide researchers and future studies. It provides literature and reliable empirical knowledge that will promote the discourse on the effects of sanitary conditions in the community.

1.6 Justification of the Study

The purpose of this project is to examine how the Ghanaian media has covered sanitation related stories in the Tema Metropolitan area.

This research aims to increase our understanding of editors' interest in publishing sanitation related stories, and the frequency of sanitation news stories they publish. Three key contributions are expected as a result of conducting this research: (1) a better understanding of how editors' characteristics and perceptions play a role in the decision publish a sanitation related story, (2) a more comprehensive examination of the language used to convey messages with regards to

sanitation stories, and (3) a deeper examination of the tone used in reporting sanitation stories in the Tema Metropolitan area.

CHAPTER 2

DEFINITION OF CONCEPTS USED AND LITERATURE REVIEW

2.0 Introduction

This chapter elaborates on concepts of sanitation to throw more light on the central idea of the study. Sanitation as a concept and environmental sanitation are defined. Relevant information have been reviewed with regards to issues brought out in the background of the study to better understand the situation.

2.1 Sanitation

Sanitation can be seen as the policy and practice of protecting health through hygienic measures. In the view of the World Health Organization (WHO) (2007), sanitation generally refers to the provision of facilities and services for the safe disposal of human urine and feces. It has been realized that improving sanitation is known to have a significant impact on health both in households and across communities (WHO, 2007). The word, sanitation functionally refers to the maintenance of hygiene conditions, through services such as garbage collection and waste water disposal so as not to endanger the health and welfare of people and also for the social and environmental effects it may have on people.

Sanitation can also be seen as a concept explaining activities that ensure disposal of excreta, wastes (liquid or solid) and prevention of disease vectors to ensure a hygienic environment. This conceptual meaning of sanitation shows that proper disposal of excreta (urine and faeces), solid and liquid wastes with the aim to protect and promote human health and comfort and provide a clean environment is key.

Basic Sanitation is very important in all places and environments. The world needs for the basic sanitation services like drinking water supply, excreta and waste water disposal, have greatly increased as a result of rapid population growth and higher expectations (Thor, 2005). Thor further opined that a major way of solving environmental issues is the encouragement of research in environmental sanitation.

2.2 Environmental Sanitation

Environmental sanitation encompasses not just excreta disposal and management, but also solid waste management, drainage and hygiene practices. Improved environmental sanitation affects positively a wide range of development indicators (Harvey, 2008). Environmental sanitation, according to the International Water and Sanitation Centre, is used to cover the wide concept for controlling all the factors in the physical environment which may have an impact on human health and well-being (IRC, 2006, p.7). This is to say that one's immediate surrounding must be kept clean in order not to have adverse effect on the health of people. Environmental sanitation is seen as the interventions to reduce people's exposure to disease by providing a clean environment for living, with measures to break the cycle of disease (Simpson-Hebert and Woods, 1998).

To maintain a sanitized environment at all times, it is imperative on all to manage environmental sanitation so as to ensure good health for all. Environmental sanitation management is the continual process of allocating resources to ensure a hygienic environment through service and infrastructure provision and proper waste disposal. Here, proper infrastructure such as dustbins and designated dumpsites must be put in place to ensure that people are able to manage environmental sanitation effectively.

With respect to Ghana, according to the Ministry of Local Government and Rural Development (1999, p.1), environmental sanitation refers to “efforts or activities aimed at developing and maintaining a clean, safe and pleasant physical environment in all human settlements.” These comprise a number of correlatives activities, including, the provision of services, public education, community and individual action, the construction and maintenance of sanitary infrastructure, regulation and legislation. We will be able to maintain an environmental sanitation when all these factors work properly (Emmanuel Mawuli Abalo, 2017).

2.3 Institution and Implementation of National Sanitation Day

The Ministry of Local Government and Rural Development (MIGRD), invoked the traditional communal spirit of Ghanaians by collectively taking care of the environment through the institution of the National Sanitation Day (NSD) as a means of ensuring environmental cleanliness and handling the filth that has engulfed most parts of the country, especially urban areas. The NSD was earmarked on the first Saturday of every month to remove heaps of garbage at all refuse dumping sites across the country, and to educate the populace on sorting techniques (Ministry of Local Government & Rural Development [MLGRD], 2014).

In the initial stages of its implementation, the NSD were held up as a factor to significantly change the ongoing sanitation concern, amid much fun fare and publicity. Community members enthusiastically teamed up with their elected representatives especially Metropolitan, Municipal and District Executives (MMDCEs) and assembly members, waste management companies and opinion leaders to rid their surroundings of filth. This led to a cautious conclusion that the nation’s challenge with environmental sanitation would soon be over if the spur of the community approach was sustained. The Tema Metropolitan Assembly (TMA) made sure to implement the NSD by

directing all businesses within the metropolis were halted with a stipulated period, enforcing that public spaces were cleaned and big containers put at vantage points to collect the filth.

However, what started on a very good note soon began losing its ground. The enthusiasm and passion that greeted the exercise has waned down considerably. The participation and commitment of people dwindled, and defeating the purpose of the activity.

Sanitation has been at the bottom of the government's priorities, whether at national level or local level. Perhaps this lack of prioritization (and therefore inadequate funding) mirrors insufficient demand among urban residents for improved services (Goufrane Mansour & Harold Esseku, 2017).

In as much as government institutions are tasked with keeping the environment clean, the role of community members towards environmental sanitation, with regard to their attitude, cannot be underestimated (Emmanuel Mawuli Abalo, 2017). A person's attitude towards the environment has a significant influence on his or her behaviour. The interaction between man's behaviour and the social environment creates a conflict referred to as cognitive dissonance theory (Festinger, 1957).

2.3 Current sanitation situation in the Tema Metropolitan area

Poor sanitation resulting from the practice of widespread open defecation and indiscriminate dumping of refuse have negative health and social impacts on communities with consequence of diarrhoea and cholera (Kar, 2005). A World Bank country environmental analysis conducted in Ghana showed that health cost resulting from poor water, sanitation and hygiene, for instance, is equivalent to 2.1% of Annual Gross Domestic Product (GDP) (UNICEF 2008).

Clean and safe drinking water is a basic human need and very important for survival yet most of the challenges that many developing countries face today are increasingly related to water. A few percentage of the population have access to clean water while the remaining obtain water from sources such as wells, boreholes and streams which may not be clean and has had significant impact on health. The Tema Metropolitan area, however, can be said to clean water flowing in every household. There are few times where residents face challenges with access to water and this occurs when the Ghana Water Company Limited (GWCL) happens to experience some technical challenges. In the case where people do not have tap water, they walk some few meters to neighbouring homes to fetch or buy water. According to the Public Utilities Regulatory Commission (PURC) of Ghana's guestimates, majority of urban households, especially the poor, depend on secondary water providers like tankers, cart operators and domestic vendors, at a cost 12 times more than the approved price.

WHO (2012) note that, adequate sanitation in Ghana is constrained not only by limitations in infrastructure but also by behaviours relating to sanitation practices, urban planning, waste removal/treatment, and the capacity to monitor private sector sanitation contracts as observed by the World Health Organization (WHO, 2012). The constraints to sanitation in Ghana can be summarized as lack of infrastructure, negative behaviours and practices towards environmental sanitation, ineffective waste disposal/removal/treatment, failure at country planning and insufficient sanitation supervision institutions coupled with inadequacy at law enforcement.

Residents and generally people who in one way or the other found themselves in the metropolis indiscriminately litter their surroundings with plastic waste, domestic wastewater, and solid waste. It is therefore not surprising that this attitude presents a variety of concerns as these promote the

breeding of communicable diseases which are hostile to the smooth carrying out of day-to-day activities and the wellbeing of people.

2.4 Factors that contribute to the sanitation situation in the Tema Metropolitan area

Adequate sanitation in Ghana is however constrained not only by limitations in infrastructure but also behavior related to sanitary practices, urban planning, waste treatment/removal, and the capacity to monitor private sector sanitation contracts as observed by the World Health Organisation (WHO,2012). Arno Rosemarin (2008) posits that —sanitation is firstly about human behaviour; and to be successful, systems need to prioritize such things as affordability, comfort, dignity, privacy, odour control, ease of cleaning and user acceptance by men, women, elderly and children. These observations show that sanitation systems should be people centered.

The factors that contribute to sanitation among others include increase in population, industrialization, urbanization, the alteration of urban consumption pattern towards packaging and economic growth, resulting in an increase in solid and plastic waste generation in developing countries (Dhokhikah, Trihadiningrum, & Sunaryo, 2015; Wahabu, Oduro-Kwarteng, Monney, & Kotoka, 2014; Zhu, Asnani, Zurbrügg, Anapolsky, & Mani, 2008; Zurbrügg, 2002).

Tema is known for its industrial nature and that has led to an incredible increase in population. A good number of people travel in and out of Tema daily mostly to the harbor and industrial areas which house many factories. Tema is sometimes seen as the “industrial hub” of the country. These factories face some challenges of getting rid of their industrial wastes and these wastes find their way into the sea and other water bodies in the metropolis and environs. All these factors coupled with others which have not been mentioned pose threat to disease spread in the metropolis.

Therefore, improving access to sanitation is a critical step towards reducing the impact of these diseases. It also helps create physical environments that enhance safety, dignity and self-esteem.

CHAPTER 3 METHODOLOGY

3.0 Introduction

This chapter discusses the research methods that were used in the study. The discussion includes the research design, area of study, target population, sample size, data collection and data analysis. According to Sileyew (2019), research methodology is the path through which researchers need to conduct their research. It shows the path through which these researchers formulate their problem and objective and present their result from the data obtained during the study period. Data may be collected using different measurement techniques, extensive interviews, observations and or through review of set of documents. The term methodology is a combination of method and theory which is a plan for how research will proceed- what the researcher does once he/she has combined the different elements of research (Patricia Leavy, 2017, p.16). This study employs an explorative design, using the content analysis approach to obtain and analyse data on media reportage on sanitation in the Tema metropolis. There is the need to select a suitable sampling method and develop specific coding categories and variables to use for the research.

3.1 Research Design

A research design is a way of organizing research project or programme from its inception in order to maximize the likelihood of generating evidence that provides a convincing answer to the research questions for a give level of resource (Stephen Gorard, 2013). A research design can also be defined as the process of building a structure, or plan, for a research project. (Patricia Leavy, 2017). The study employs the use of an explorative design. Exploratory research is used to help fill gap in knowledge about a new or under researched topic, or approach the topic from a different perspective to generate new and emerging insights. (Patricia Leavy, 2017, p.5). It is particularly

useful if a researcher wish to clarify the understanding of a problem. The rationale of explorative content analysis design is to gain an in-depth and a contextual knowledge of the research problem.

3.2 Quantitative Research Method

Quantitative research, according to Creswell (2014), is an approach for testing objective theories by examining relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analysed using statistical procedures (p.4). Generally, quantitative research utilizes numerical data to obtain information about the world. Patricia Leavy (2017, p.9) add that this research approach involves measuring variables and testing relationships between variables in order to reveal patterns, correlations, and casual relationships. In this study, content analysis was used to analyse how the GNA reports on sanitation related stories in Tema.

3.3 Content Analysis

As cited by Vaismoradi et al (2013), content analysis refers to a systematic coding and categorizing approach used for exploring large amounts of textual information unobtrusively to determine trends and patterns of words used, their frequency, their relationships, and the structures and discourses of communication (Mayring, 2000; Pope et al., 2006; Gbrich, 2007). There is the need to follow a set of rules and guidelines when conducting a content analysis. Content analysis is a research method used to identify patterns in recorded communication. To conduct content analysis, you systematically collect data from a set of texts, which can be written, oral, or visual (Amy Luo, 2019). Researchers who conduct content analysis usually seek to answer the ‘what’, ‘where’, ‘who’, and ‘how much’ type of questions more often than wanting to know why a particular phenomenon occurs (Bryman, 2012).

3.4 Area of Study

The Tema Metropolitan Assembly is one of the 260 Metropolitan, Municipal and District Assemblies (MMDAs) in Ghana, and forms part of the 29 MMDAs in the Greater Accra Region. Tema, which serves as the Administrative capital of the Tema Metropolitan is a coastal city situated 25 kilometres east of Accra, the national capital. The Greenwich Meridian (00 Longitude) passes through the city of Tema. The Metropolis covers an area of about 87.8 km² with Tema as its capital. The Metropolis lies in the coastal savannah zone. The Greenwich Meridian (0° Longitude) passes directly through the city (GhanaDistricts.com, 2013).

Until 1952, when the Government of Ghana decided to develop a deep seaport there, Tema was a small fishing village. Tema became an Autonomous Council in 1974 and was elevated to the status of a Metropolitan Assembly in December, 1990.

Tema is a harbour town close to Accra in the Greater Accra Region. Its construction started in 1951 to provide residential accommodation and urban amenities to the harbour and the work force of industries.

The population of the Metropolis according to 2010 population and housing census stands at 292,773 with 139,958 males and 152,815 females. According to the Ghana Statistical Service, as at 2019, the population of the Tema Metropolitan area stood at 360,828, (Ghana Statistical Service, 2012).

3.5 Population and Sample

According to Fraenkel and Warren studies as cited by Sileyew (2019), population refers to the complete set of individuals (subjects or events) having common characteristics in which the researcher is interested. The population for this research will comprise of news stories with regards to sanitation in the Tema metropolis that have been reported by the Ghana News Agency (GNA) on their website. Sampling is a technique (procedure or device) employed by a researcher to systematically select a relatively smaller number of representative items or individuals (a subset)

from a pre-defined population to serve as subjects (data source) for observation or experimentation as per objectives of his or her study.

Between December 2019 and February 2020, Ghana News Agency (GNA) website had about forty thousand news stories covering the whole of the country. This makes it nearly impossible to conduct a content analysis on all of the stories, given the restrictions attached to this research. Purposive sampling technique will be employed to select data to be analyzed. A non-probability sampling method will be used and it occurs when the elements selected for the sample are chosen by the judgment of the researcher. Bryman (2012), defines non-probability sampling technique as a sample that has not been selected on a random basis. Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

In other words, some units of analysis have a higher chance of being selected than others. This method of data collection does not allow for definitive findings, making it difficult to make generalisations, however they can serve as a source of reference when conducting further research (Bryman, 2016: p. 202). Therefore the researcher will narrow down to news stories pertaining to sanitation in Tema which is suitable for the research in terms of convenience and time.

3.6 Unit of Analysis

To conduct this research, two news stories each in the month preferably will be chosen as the units of analysis for the study covering January 2019 to February 2020. These should sum up to twenty-eight (28) news stories in total. This period is chosen due to the perceived depth of data that can be gathered and analyzed.

A smaller sample size was chosen as a result of the limited time and word count given to conduct this study. Also, the decision made to select two stories each in a month was made to avoid a higher tendency of gathering data on the same subject matter.

The unit of analysis to be coded will comprise stories reported on sanitation in Tema. Stories from the Presidency, Ministry of Health and Ministry of Sanitation which may bother on sanitation will also be coded and other stories relating to sanitation in terms of sports, education, health, technology and other sectors.

3.7 Data Collection

News stories on the GNA website shape the data collected, which in turn affects the results of the study. These stories used are all related to sanitation stories in the Tema metropolis. Criteria for story selection are the news story must mention the word or be related to sanitation.

3.8 Data Analysis

An explorative strategy was employed for the analysis of data. This data analysis will focus on numerical/quantitative data analysis. Coding of data retrieved from the news stories will be done before analysis. This will involve identifying, classifying, and assigning a numeric or character symbol to data. Data will be coded before computing them. This study will use tables and diagrams to present data. The Statistical Package for Social Science (SPSS) version 20 will be used to analyze data from the GNA website easily. Data editing, checking, coding and entry will be done during the data analysis process. To describe the results, descriptive statistics: mean, standard deviation, frequencies and percentages will be used. The detailed analysis of the data will be analyzed, discussed, compared and contrasted, and synthesized.

CHAPTER 4 CONCLUSION

4.0 Introduction

This chapter presents the summary, conclusions and recommendations based on the findings of the study. It also presents the importance of the study.

4.1 Summary

The study, mainly, was to discover how the Ghana News Agency (GNA) report on sanitation issues in the Tema Metropolitan area. This study will contribute to knowledge because though several studies have been carried out on sanitation, not many have been done to show how the media reports on sanitation issues in the country.

The objectives of the study were: to examine the current sanitation situation in the Tema Metropolitan area, to identify the factors that contribute to the sanitation situation in the Tema Metropolitan area, to assess the frequency of news reportage on sanitation issues in the Tema Metropolitan area by the Ghana News Agency and to investigate how Ghana News Agency reports sanitation stories in the Tema Metropolitan area.

4.2 Current Sanitation Situation

It was shown in this study that the current sanitation situation in the Tema Metropolitan area is nothing good to write home about. The dumping of waste especially plastic waste indiscriminately has made the metropolis unclean and unsafe for residents. The incidence of indiscriminate dumping and littering of the environment has marred the sanitation of the metropolis creating choked drains especially open gutters. Particularly, the markets and public transport areas popularly known as “stations” are the places filth is mostly seen.

Residents engage the services of waste collectors (borla boys) who move about collecting waste from homes because the waste management company contracted by the Tema Metropolitan Assembly (TMA) mostly delay in collecting the wastes. Many residents have complained about this and the media has done well to report on this complaint. Most of these “borla boys” do not dump the refuse at the appropriate places which end up creating a mess in the metropolis. This practice is done because they are not being supervised and this has become a worry.

The concern of people in the metropolis is that facilities to aid the appropriate waste disposal practices are inadequate in supply. Generally, sanitation in the Tema metropolis was seen as poor.

4.3 Factors Contributing to the Sanitation Situation

The major factors contributing to poor sanitation in the metropolis include increasing population, industrialization, urbanization, indiscriminate dumping, inadequate refuse bins and late arrival of waste collectors and negative attitudes towards proper sanitation practices. There are many people moving into the metropolis mainly to settle because most of them find themselves working at the industrial area and the Tema Port.

Residents do not have adequate education on good sanitation practices which make them resort to exhibiting negative attitudes towards ensuring a clean and safe environment. The Tema Metropolitan Assembly do not collaborate effectively with stakeholders especially those in the catchment area to find a lasting solution to the problem.

4.4 Frequency of News Reportage on Sanitation Issues by GNA

The frequency of news reported by the GNA on sanitation issues facing the Tema metropolis will help us determine the prominence given by the media to address the sanitation situation in the area. The media has a significant role to play in ensuring that people are aware of the issues and how

they can contribute in finding solutions to these problems. The findings from this study will show how stories related to sanitation are frequently reported in Tema by GNA.

It is believed by the researcher that, the more sanitation stories are reported in the media, the more the appropriate institutions responsible to ensure good sanitation practices in the metropolis would be made aware of the situation and adequately solve the problem.

4.5 Ghana News Agency Reports on Sanitation Stories in the Tema Metropolitan Area

This study will reveal how these news stories are reported by the choice of words used, how the stories are framed and which stories are positive or negative and how that is portrayed by GNA. The choice of words and framing of the stories helps to make the sanitation situation to be better appreciated by people. The positive stories should encourage people to maintain their state of environmental sanitation while the negative stories would push people to desist from bad sanitation practices and rather improve their sanitation standard.

The manner in which the stories are reported would portray how people are handling sanitation in their environment. These news stories paint a picture of how Tema is and its current state in terms of sanitation. Most of these stories would be accompanied by photographs revealing the true state of the sanitation situation in the metropolis. These photographs are mostly included to give added evidence to what the stories are reporting on.

4.6 National Sanitation Day

The researcher believes that the National Sanitation Day, which is observed every first Saturday of the month, and was initiated by the Ministry of Local Government and Rural Development, was a good initiative and steps must be taken to bring it back. The observance of this exercise serves as a collaborative purpose toward fighting poor sanitation in Ghana. It awoke the communal spirit of people who gather to work together for a good cause. It must therefore be encouraged.

The Metropolitan Municipal and District Assemblies (MMDAs) should be at the forefront of the fight against filth in their assemblies. They must provide the needed funds and resources to their assemblies while also monitoring the exercise to ensure that the right thing is done.

4.7 Importance of Study

Sanitation is a major problem facing many communities in the county. Problems relating to sanitation relate to the health of people. Poor sanitation has led to a habit of diseases in communities.

To address this problem, people need to be educated on the need to keep our surroundings clean in order to prevent diseases. If this is done, less money will be spent by government on the health need of people. It is for this reason that this study is very important. Apart from ensuring that good sanitation practices lead to good health, the study will also help to save much money for the state as a whole.

4.8 Recommendation

Based on these conclusions, editors and reporters should consider giving prominence to sanitation stories in order to help stakeholders find ways to addressing the problems brought out by the stories. They must endeavor to use the appropriate words and never lose fact that people depend on their stories to effect a change in their attitude and maintain a clean environment. The responsible agencies would be made aware of the sanitation situations and what they must do to address them only when the stories are reported. Residents would also be educated on the role they can play in ensuring that their surroundings and the environment as a whole is kept clean.

Further research is needed to explore the other aspects of sanitation in Tema and the country at large in order that lasting solutions could be found to address the sanitation issues bedeviling the nation. The researcher is not oblivious of the fact that this study alone could not have studied all the aspects of sanitation within the time frame, restrictions and resources available for the work, therefore more studies should be carried out to determine the manner in which the media contributes to address sanitation situations in the country. However, I would also recommend that much data samples should be taken to better understand the sanitation issues in the country. To better understand the implications of these results, future studies could address how social media and other media outlets also report on sanitation stories.

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