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**ELECTION CAMPAIGNING DURING PANDEMIC: A RHETORICAL STUDY
OF PRESIDENT NANA ADDO DANKWA AKUFO ADDO'S CORONA VIRUS
UPDATE SPEECHES**

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**THIS DISSERTATION PROPOSAL IS PRESENTED TO THE SCHOOL OF
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DEDICATION

This research is dedicated to God Almighty for his goodness and mercies and all the strength, inspiration, and good health that has made this work a success. It is also dedicated to my family and friends for their support throughout the study.

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God bless you all

TABLE OF CONTENTS

ACKNOWLEDGEMENT	iii
LIST OF ABBREVIATIONS	viii
ABSTRACT	ix
CHAPTER ONE	1
INTRODUCTION	1
1.0 Background of the Study	1
1.1 Problem Statement	3
1.2 Objectives of the Study	4
1.3 Research Questions	4
1.4 Significance of the Study	5
1.5 Scope of the Study	6
1.6 Organisation of the Study	6
CHAPTER TWO	7
LITERATURE REVIEW	7
2.0 Introduction	7
2.1 Conceptual Review	7
2.1.1 Campaigning in the time of corona virus	7
2.1.2 Perspectives on Campaign Strategy	11
2.1.3 Components of Campaign Rhetoric	14

2.1.4 Issue/Image Strategy	16
2.1.5 Persuasion (Emotional Appeal) Strategy	18
2.2 Theoretical Review	19
2.2.1 The Functional Theory of Political Campaign Communication	20
2.2.2 Affective Intelligence Theory	22
2.3 Review of Other Related Studies	25
2.4 Chapter Summary	30
CHAPTER THREE	31
METHODOLOGY	31
3.0 Introduction	31
3.1 Research Design	31
3.2 Sources of Data	32
3.3 Population	32
3.4 Sampling Technique and Sample Size	32
3.5 Research Instruments	33
3.6 Data Collection	34
3.6.1 Generating themes	34
3.6.2 Coding of themes	35
3.6.3 Open coding	35
3.6.4 Selective coding	35

3.7 Content Unit of Analysis	36
3.8 Data Analysis Methodology	36
3.9 Ethical Considerations	36
3.10 Chapter Summary	37
CHAPTER FOUR	38
PRESENTATION AND ANALYSIS OF FINDINGS	38
4.0 Introduction	38
4.1 The Components of Campaign Rhetoric Employed in President Nana Akufo Addo's Corona Virus Update Speeches	38
4.3 The Extent of use of Issue/Image Strategy in President Nana Akufo Addo's Corona Virus Update Speeches	42
4.4 The Extent of use of Persuasion Strategy in President Nana Akufo Addo's Corona Virus Update Speeches.	46
4.5 Discussion of Research Objectives	48
4.5 Chapter Summary	51
CHAPTER FIVE	52
SUMMARY, CONCLUSION AND RECOMMENDATIONS	52
5.0 Introduction	52
5.1 Summary of Findings	52
5.2 Conclusion	54

5.3 Recommendations	55
5.4 Recommendation for Future Studies	56
REFERENCES	57
APPENDICES	71

LIST OF ABBREVIATIONS

COVID-19	Corona Virus
NDC	National Democratic Congress
NPP	New Patriotic Party
USA	United States of America

ABSTRACT

The study assesses whether or not President Nana Akufo-Addo used campaign rhetoric in his Corona virus update speeches. Employing a qualitative research design, the study purposively sampled and analysed nineteen (19) corona virus update speeches from March 12 2020, to November 8, 2020. The findings revealed that President's corona virus update speeches have four major components: issues, homestyle, image, and persuasion (emotional appeal) strategies. The COVID-19 update allows the ruling government to run a campaign on the platform. Also, the findings showed that the corona virus update speeches were written to appeal to Ghanaians' emotions to convince them to vote for President Nana Akufo-Addo. Also, the President's corona virus update speeches extensively used campaign rhetoric image strategies, projecting the leadership exhibited in the management of the COVID-19 pandemic. It is recommended that there is the need to reconsider such approaches in writing speeches for the President. This is because the rhetorical strategy commonly employed by incumbents may be less powerful in terms of rival party defections. Also, too much focus on issues/image strategy should be avoided in campaign speeches.

CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

The COVID-19 pandemic is the most defining global health disaster the world has ever encountered and the biggest threat to humanity since World War II. It encircled the globe and left everyone struggling with an unseen, lethal adversary (Ugoala & Israel, 2020). Numerous actions have been taken and continue to be taken by various individuals, organisations, and governments in an attempt to discover an acceptable answer (Sharifi & Khavarian-Garmsir, 2020). Videos, text messages, radio or television jingles, and speeches are just a few of the measures. The shared thread running across these disparate communication channels is the need for people to be aware of the virus's lethal nature and take precautions (Sharifi & Khavarian-Garmsir, 2020). Presidents and other leaders of nations used their formal addresses to lend their voices to efforts to halt the spread of the deadly illness. The President's speech is critical to the affairs and smooth operation (Medinilla et al., 2020). Frequently, the speech is presented with certain aims and objectives in mind (Medinilla et al., 2020).

Political speeches have always been very potent and impactful (Abdulkadir, 2021). Political communication comprises politicians' speeches, election campaigns, legislative debates, political interviews, manifestos, inauguration addresses, and Independence Day addresses (Abdulkadir, 2021). In discourse analysis, political discourse has become a popular idea. Political leaders in all sorts of political systems depend on words to influence, motivate, persuade, and convince their public to accomplish successful governance (Iqbal

et al., 2020). As a result, presidential addresses on the coronavirus pandemic have become an effective instrument for managing the virus globally. Adegioriolu et al. (2021) argue that language is a highly manipulative instrument in the hands of political leaders. Layton et al. (2021) also note that particular words and phrases have the power to evoke fundamental value systems. When individuals talk, they commit certain actions; these acts allow the recipient of the speech to take some action (Layton et al., 2021).

Rhetors use various strategies to tie their preferred policies to generally held beliefs and associate those they oppose with notions universally regarded as bad or disgusting (Simas et al., 2021). Campaigns create opposing narratives or views of the present and future by highlighting current or previously unmentioned problems and providing feasible solutions that might help reduce those problems (Simas et al., 2021). Building on this assertion, Campian and Cerga (2020) emphasise that the Covid 19 era has driven political actors to integrate online and offline campaigns to reach voters. The virtual campaign, in particular, highlights both the rewards and drawbacks of their pursuit (Small & Giasson, 2020). For example, virtual campaigns required less time from campaigners, but some of the internet platforms had navigational issues in some of the campaigns. Inequitable internet access also posed a problem to the activists' audience size. 2020 (Small & Giasson, 2020)

In Ghana, as part of the measures put in place to stop the spread, the government kept the citizens informed via President Nana Akufo Addo's Corona virus update speeches. These lectures were given to draw Ghanaians' attention to the severity of Covid-19, as well as to assuage their anxieties, distinguish the truth from the falsehoods, and mobilise national unity. He often cited the number of registered cases, the number of current cases, the number of fatalities reported, and the number of people who had recovered from the

sickness in these talks. He also briefed Ghanaians about the government's efforts to reduce the spread of the disease, keep people safe, and enhance their immune systems. These remarks were broadcast on all major channels, and he sometimes talked in the local dialect so that everyone could understand.

The communicators of the main opposition party National Democratic Congress (NDC), claimed that since it was election season, the President utilised this platform to campaign to citizens using language covertly (Nyarko et al., 2021). They feel this gave him an unfair edge over his opponents in the run-up to the December election (Nyarko et al., 2021). This view reflects inequity in a contest where the President gained an electoral advantage due to his position. As a result, the study tries to determine if President Akufo Addo's Corona virus update speeches matched characteristics with campaign rhetoric ahead of the December 2020 elections. It will also assist in determining whether or not the platform was utilised as a means for subtle campaigning.

1.1 Problem Statement

A key component of democracy is the competition that respects citizens' choices and aids electoral accountability (Druckman et al., 2020). In democratic dispensations, electoral campaigns should be held on fair and just grounds across the political divide. Due to Covid-19, the 2020 December elections came in a different setting and compelled different approaches to the campaign, most of which did not encourage physical meetings and crowds. Through his Corona virus update speeches, the President of Ghana reached a large population of the entire nation with his messages. Almost all media houses aired the speeches since they are presumed to be in the nation's interest, unlike a campaign speech

which would have been aired by just a few media houses dependent on factors such as payment for airtime by the campaigner.

The President is believed to have been in a strategic position to influence Ghanaians' choices, preferences, and decisions. Therefore, the employment of campaign rhetoric during this period cannot be underestimated, especially as the zenith of the political season was zeroing in. Thus, the current study established that the President's Covid-19 update speeches have campaign messages undertone using rhetoric.

1.2 Objectives of the Study

The main objective of the study is to ascertain the extent of the President Nana Akufo Addo's use of campaign rhetoric in his Corona virus update speeches.

Specifically, the study explores the following objectives:

1. To identify the components of campaign rhetoric employed in President Nana Akufo Addo's corona virus update speeches
2. To assess the extent of usage of issue/image strategy in President Nana Akufo Addo's corona virus update speeches
3. To ascertain the extent of use of persuasion (emotional appeal) strategy in President Nana Akufo Addo's corona virus update speeches

1.3 Research Questions

The following research questions were assessed

1. What are the components of campaign rhetoric employed in President Nana Akufo Addo's corona virus update speeches?
2. To what extent was the issue/image strategy used in President Nana Akufo Addo's corona virus update speeches?
3. What is the extent of persuasion (emotional appeal) strategy usage in President Nana Akufo Addo's corona virus update speeches?

1.4 Significance of the Study

The current study is of paramount importance to political party communicators identifying campaign rhetoric in their opponent's speeches for analysis and campaign strategies. Jacobs and Shapiro (2000) conducted a study that revealed that politicians spend financially determining how best to communicate their ideas to voters to have the most impact. Nonetheless, Jerit (2004) argued that political players' use or non-use of campaign rhetoric in creating these messages is an unsettled subject.

This research also provides data and suggestions that are very useful to leaders when deciding on the topic of their speeches to guarantee that they have the greatest influence on their audience. As it strives to increase the breadth of knowledge in this specific field of study, this study will once again serve as a foundation for a future research effort on the issue.

1.5 Scope of the Study

The study focused on the presidents' corona virus update speeches. Other speeches that he gave during the same period were not included. The study's analysis covered corona virus update speeches from 12th March 2020 to 8th November 2020.

1.6 Organisation of the Study

The research study is grouped into five chapters. Chapter one entails the general introduction about the study, including the background of the study, problem statement, research objectives and questions, and the scope and potential limitations of the study. Chapter two highlights the literature review related to the study because the study is placed within other similar studies and to discover available knowledge in the area of study. The third chapter outlines the procedures and methods used to carry out the study. It spelt out the entire research design and the method employed, the data collection methods and procedures used to analyse the data. Chapter four consists of the analysis based on the data collected and presents it to understand readers or users easily and readily. Chapter five's last chapter explains the summary of findings, conclusions, and recommendations based on the study's findings.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews pertinent literature relating to the study objectives. The review is categorised into conceptual review covering concepts and discussions on variables of the study, theoretical review which dwells on theories underpinning the study and helps situate the study in proper theoretical disposition. The review also comprises an empirical review of past literature on study subjects.

2.1 Conceptual Review

This literature review section comprises the definition of concepts relevant to the study. The conceptual literature review is intended to organise and characterise ideas connected to the research and explain how the concepts under examination relate to one another while including relevant theoretical and empirical precedents. The conceptual review covers campaigning in the time of corona virus, perspective on campaign strategy, components of campaign rhetoric, issues/image strategy, persuasion (emotional appeal) strategy.

2.1.1 Campaigning in the time of corona virus

The pandemic is said to have impacted one of the most important aspects of the political process, election campaigns. When it comes to public policy, campaigns offer an opportunity for political parties and politicians to put out their visions for the future (Parvin et al. 2020). Campaigns enable for public debate and discussion on the country's future. Citizens are able to make better informed decisions when they get to the polls (Parvin et

al. 2020). Furthermore, in a democracy, campaigns play a crucial part in the production of the political system. In order to announce that the democratic process has begun, these are the rituals (Bisbee & Honig, 2021). However, there is also the possibility that campaigns might transmit the COVID-19 virus. Concerns concerning the campaign's impact on public health have been evident and continuing since its inception (Bisbee & Honig, 2021).

Covid-19 is gradually teaching campaigners how to operate in a new political environment. Despite the issues of Covid-19, campaigns are unable to stop the clock on Election Day (Parvin et al., 2020). Candidates can contact voters and have meaningful dialogues to expand their lists during this time period (Parvin et al., 2020). Campaigns may serve as a constant source of information for people (Sastrawan, 2021). It is important to provide accurate information and link individuals to resources. Efforts should avoid using fear and instead concentrate on providing accurate information. This is an excellent opportunity for campaigns to interact with voters more humanely (Sastrawan, 2021).

During this Covid-19 period, candidates should take the time to get to know their constituents by phoning a list of voters instead of knocking on their doors and linking them to resources most suited to their needs (Bahanan, 2020). For example, an issue campaign's volunteer base might also be more involved in the network or peer-to-peer outreach by contacting or emailing others. Keeping up with COVID-19 news is critical since breaking news at breakfast might seem like a lifetime ago by dinner time (Primahendra et al., 2020). That said, preparing in advance does not exclude revising and re-evaluating works before it is published or sent.

These events may be put up in a matter of minutes and need nothing more than a social media account (Primahendra et al., 2020). Because most people will be watching on their phones, make these events brief. Also, keep in mind that although these platforms allow users to post comments and ask questions, it might be difficult to monitor these submissions. Choose the platform with the most followers and go live with the campaign on one of these sites (Ugoala & Israel, 2020). Sending information through email is the finest use of an email application at the moment.

For the 2020 elections, data was gathered from media and election observer reports from 52 national elections (in 51 nations). COVID-19 was present in most nations that had national elections at the time of this outbreak (Bahanan, 2020). Part of a larger series that will examine various aspects of the election process, including polling station safety measures, unusual voting arrangements; as well as foreign election observation (Bahanan, 2020). Traditional campaigning was restricted in almost half of the nations analysed due of official restrictions on mobility and public meetings (Bahanan, 2020). Limits on the number of people permitted to attend public meetings and outright prohibitions on political rallies and activities were among the restrictions imposed. In all, COVID-19 limitations were imposed in 22 of the 51 nations studied (43%) during election seasons (Jiang et al., 2020).

Public gatherings, such as rallies and gatherings at assembly centres, were virtually outlawed in Singapore ahead of the July 2020 (Jiang et al., 2020). Parliamentary elections by not awarding licenses for such events. There was also a restriction on access to nomination centres. There were restrictions on public meetings and marches in Montenegro ahead of the parliamentary elections in August 2020. Political motorcades were banned,

gatherings were limited to 20 people, and canvassing was limited to five persons each group in Jamaica ahead of the August 2020 General Election (Graefe, 2021). Before the November 2020 General Election in Jordan, meetings were restricted to 20 persons and rallies were outlawed. It was also believed that the candidates and their supporters would observe a four-day national curfew immediately after the voting. It was not uncommon for people to conduct political campaigns door to door (Graefe, 2021). This is possible in Singapore, but only with a maximum of five members per group. To keep their encounters short and avoid shaking hands, each group had to maintain a distance of 1 metre from the other groups.

There are a number of additional health safeguards in place, such as temperature inspections during campaign events (Myanmar), indoor sanitation (Chile), a time limit for meetings (Sri Lanka), as well as specialised microphones (Myanmar, Sri Lanka) (Lihiru et al., 2021). Large-scale in-person demonstrations have taken place despite official restrictions, according to reports from Election Observation and media. A rally's attendance limit of 50 persons was not observed or enforced by the government in Myanmar. The recommendations for social separation and the use of face masks were also not followed. Several candidates flouted Moldovan laws, which limited attendance at public gatherings to no more than 50 individuals. COVID-19 limitations (Lihiru et al., 2021) investigation, were not followed and inadequately implemented during massive rallies held by political campaigns soon before the second round of voting in Poland. The Citizens Engagement Platform Seychelles (Ceps) found that health laws were not well received by politicians and activists throughout the campaign (Bisbee & Honig, 2021). Furthermore, enormous

campaign rallies building up to the presidential election in Malawi have been recorded despite the gathering being limited to 100 persons (Bisbee & Honig, 2021).

2.1.2 Perspectives on Campaign Strategy

There is strong evidence that politicians use campaign strategy to dominate the agenda by highlighting or "priming" certain subjects (Blais & Nadeau, 1996; Jacobs & Shapiro, 2000). According to Jacobs and Shapiro (2000) both Presidents Kennedy and Nixon used private polling to emphasise the most important topics to the people. As a result of White House polling, Kennedy's public pronouncements stressed raising Social Security, enacting Medicare legislation, and revamping education, as well as combating unemployment and the high cost of living (Jacobs & Shapiro, 2000). On the other hand, Nixon tried to divert attention from the Vietnam War by focusing on domestic topics with broad public support (Druckman et al., 2020). Evidence for priming extends to the parliamentary environment. They concluded that the main party candidates in the 1988 Canadian federal election tried to shift attention away from a historic issue: the Meech Lake Accord of 1987, which established Quebec as a separate society in Canada.

The contenders had a tacit understanding that they would campaign on commercial policy, namely the US-Canada Free Trade Agreement, since they were all strongly split on the national issue (FTA) (Druckman, 2011). Consistent with common observations of candidates talking over one another and formal analyses of candidate strategy, the idea that candidates participate in priming seems plausible (Simon, 2002). But even if we know that candidates focus on subjects on which they believe they have a comparative advantage, it does not allow us to generalise the rhetoric they employ. To put it another way, the topics

that make headlines in any given election tend to shift over time (Simon, 2002). In the four years since the last election, several issues that gained much attention may no longer be relevant. For this reason, we should look for generalisations in terms of the words or imagery employed by competing politicians to describe their campaign rhetoric and its anticipated influence on people (Simon, 2002).

Jacobs and Shapiro (2000) observed that political operators spend a lot of time and money communicating their messages effectively. However, the issue of whether candidates use particular rhetorical techniques to create their speeches is still unanswered (but see Jerit (Gaines et al., 2007; Jerit, 2004). An appeal's life duration may be increased or decreased by focusing on its survival. Here, the hypothesis is proposed that an important class of factors is argument-specific rather than the source of an argument or other contextual effects that could be at play (Gaines et al., 2007). This research develops this idea. The valence of an argument instantly springs to mind as one distinguishing feature (i.e., the positive-negative distinction). Campaign advertisements often use negative arguments, implying that the most lasting appeals may be negative (Jerit, 2004).

Several researchers have noticed the potency of negative arguments (Doherty & Adler, 2020; Li, 2020). However, this title has the potential to conceal as much as it does to expose. Adverts like Willie Horton's 1988 and the regular contrast ads sponsored by politicians are considered "negative" under this system (Faber et al., 2013). Instead of focusing on the substance of a candidate's speech when generalising campaign rhetoric, it would be better to focus on the emotional response that politicians want to elicit with their language (Faber et al., 2013).

Psychology is beginning to gather evidence that distinct emotions have a varied influence on judgement and decision making. This fact underscores this change. Even though they both fall under the category of unpleasant emotions, their impact on our ability to make decisions is very different (Lerner et al., 2007). As a result, fearful people are more likely to avoid taking risks in unfamiliar settings. There is a feeling of confidence and control in the angry person's mind, which causes them to make risky decisions (Lerner et al., 2007). These results have uncovered several strategic options. Politicians may employ fear-mongering rhetoric to impede progress by making voters wary of taking a risk they may later regret (Lerner et al., 2007). As an alternative, arguments that elicit a strong reaction from the public may encourage people to vote for (or oppose) a candidate.

Candidates have a strong incentive to answer emotionally charged arguments with visceral imagery of their own since cognitive biases induce people to give disproportionate weight to emotionally attractive material (Kahneman et al., 2012). It's possible that emotional appeals can withstand repeated usage despite their apparent diminishing marginal impact because of this inclination to play them by ear (Isbell & Ottati, 2002). Candidates may be motivated to use emotional appeals like fear or anger for various reasons. To begin with, when individuals evaluate political stimuli, they often depend on their sentiments (Isbell & Ottati, 2002). Emotional memories, particularly those involving terror, may have a long-lasting effect on people even if they are unaware of them (LeDoux, 2014).

People are more likely to connect with politicians who use emotional language than those who do not. In addition, they are more likely to draw the general public's attention (Brady et al., 2017). A person's focus switches from what they were doing before to the emotional experience to something else, such as "the focused demand and the emotional experience

it causes" (Magni, 2017, p. 98). Campaign rhetoric has an "unmistakable fire and immediacy" compared to other forms of political discourse (Painter & Rizzo, 2017). Emotional appeals also enable politicians to take advantage of a tried-and-true campaign tactic: highlighting ideals and objectives that are universally agreed upon (Jamieson et al., 2000). An emotional appeal is effective because it uses widely admired or despised pictures (Jamieson et al., 2000).

2.1.3 Components of Campaign Rhetoric

An integrated framework for studying the many facets of election campaigns is lacking in the research on comparative political communication (Nai & Maier, 2018). Negative campaigns, dynamic marketing, and populist language are only three of the many conflicting study streams in the field (Nai & Maier, 2018). Even if these three aspects are not comprehensive, they represent the primary features of modern election campaigns and reflect the current research emphasis on (comparative) political communication (Wu et al., 2002). When it comes to political campaigns, there is a lot of focus on the "tone" of the debates. That is how politicians use policy or personal assaults to attack their political rivals (Wu et al., 2002). Several studies have shown that negative campaigning reduces positive feelings for the target and harms its image in the eyes of the voters. However, other studies have shown that negative messages may sometimes cut the sponsor more than the target (Austin & Pinkleton, 2015; Wu et al., 2002).

Some studies have indicated that negative campaigning has a systemic impact, such as lowering turnout and mobilisation or encouraging cynicism, indifference, and a gloomier public mood; others find negative campaigning can attract people's attention and mobilise

them (Geer, 2012). A more subtle approach distinguishes between assaults on policy and attacks on one's persona. While character attacks have been demonstrated to be more successful than issue assaults, they are also riskier since they have a greater chance of "backlash" than policy attacks (Brooks & Geer, 2007). While policy assaults are more likely to lower public involvement and turnout, character attacks are more likely to stick in people's minds (Carraro, 2019).

In addition to the use of appeals designed to elicit an emotional response from the audience, contemporary electoral campaigns are also characterised by appeals designed to influence the audience's attitudes and behaviours (Brader & Marcus, 2013; Dunaway et al., 2019). Anxious individuals are more likely to be persuaded by information and campaigns because they are more concerned about their well-being than those who are optimistic about the future (Gerstlé & Nai, 2019). Enthusiastic people are more likely to engage, but they do so by depending heavily on their prior political ideas and attitudes (Brader & Marcus, 2013). On the other hand, emotional campaigns are more likely to convey their message successfully, and politicians have a strong incentive to use them (Dunaway et al., 2019). While populism is a political philosophy, a newer study stream focuses on populism not as an ideology but rather as a comprehensive communication frame that appeals to the people and identifies with them and professes to speak on their behalf (Sanders et al., 2017)

As a "thin" philosophy, populism is defined by Nai and Maier (2018, p. 81) as "people-centric" and "anti-elitist". First and foremost, appeals to "the people," a certain national group, "the citizens," "the country," and so on, are made up of individuals who are sovereign by nature and often misinterpreted by others who are not (Mudde & Kaltwasser, 2013). Populist communication aims at "the system" (the government and its institutions,

as well as the politicians themselves), which is often perceived as out of touch and promotes a worldwide anti-establishment position against political elites "who live in ivory towers and solely seek their interests" (Conway III et al., 2012, p. 605). Researchers in this field of populist communication are also interested in the third aspect of populist communication: a plain, informal language that doesn't utilise too much technical terminology. Anti-intellectualism is typically associated with a "denial of expert knowledge," the promotion of common sense," and a subtle type of anti-intellectualism" when a candidate employs this rhetorical style (Moffitt & Tormey, 2014).

2.1.4 Issue/Image Strategy

For the challenger, it's a matter of diverting voters' focus from incumbency factors to other considerations, such as how similar the candidates' policy positions are to their own and how similar their characteristics are to those of the incumbent (i.e., perceived honesty, empathy, and leadership (Druckman et al., 2020; Jacobsen, 2020). Suppose the incumbent is discussed in an unfavourable light. In that case, the challengers may get the public's attention, which may be essential for the challengers to get the public's attention. The challengers will also emphasise the topics and the candidates' images (Druckman et al., 2009, 2020; Marcus et al., 2000).

Instead of relying on incumbents' policies and/or traits, voters may choose a challenger because of their preferences (Jacobson et al., 2016). This tactic is known as an "issue/image" strategy, and challengers will be more likely to use it than opponents. What effect do these kinds of political slogans have on the public? Consider the following: First and foremost, as previously said, voters depend on the convenience and accessibility of

incumbency criteria when making decisions unless they are exceptionally motivated (Ashworth et al., 2018; Enos & Fowler, 2018). Voters are more likely to evaluate candidates' policy ideas and qualities if they are driven to process information methodically (Enos & Fowler, 2018).

Candidates use imagery as their main means of evoking an emotional response. Few studies have been done on campaign imagery, and those have concentrated on the emotional effect of visuals (with little regard given to the substantive contribution of visual messages) (Brader, 2020). Generally speaking, we know very little about the impact of commercial visuals, although some recent research has shown that images may have a powerful emotional impact. Fernández (2019) found that visual cues significantly influenced politically motivated responses. According to their findings, people who already held strongly held beliefs about the topic under discussion (environmental policy) were more responsive to ads that used images that elicited positive emotional responses from them (such as cute, sympathetic animals). When shown a picture of an adorable creature, environmentalists' enthusiasm for their cause spiked even more (Fernández, 2019).

That study was elaborated on by Brader and Marcus (2013) to illustrate how diverse visuals might trigger emotional reactions that affect voters. This artist studies how visuals establish the mood and elicit strong emotions in public. The use of black and white graphics to convey a gloomy or depressing tone is common among candidates. On the other hand, they depict everyday people in settings that arouse feelings of optimism and joy to elicit favourable responses from viewers (Brader, 2020). People are frequently moved to tears by images of youngsters having fun. According to Brader's research, viewers who were more willing to seek out new information because they were more concerned about their

pre-existing beliefs were more likely to change their minds about the candidates (Brader, 2020).

In the meantime, political scientists and campaign professionals have largely neglected the ideological and substantive signals that images may send. According to both theoretical and empirical evidence, imagery's impacts go well beyond eliciting feelings of elation or dread. There is more to image effects than what Brader and Marcus (2013) teach us about how certain images elicit strong emotional responses. A recurring omission in political science research is the idea that substantive messages influence voters (within certain bounds) but that these messages must be verbalised to affect voting behaviour. Images considered ugly are often referred to as the "substance" of a campaign's imagery (e.g., the notorious Willie Horton ads in 1988 or the Playboy ads used against Harold Ford in 2006, which played on racial attitudes) (Brader & Marcus, 2013). Despite evidence that campaign images may be linked to office behaviour, this bias persists (Sulkin & Swigger, 2008). Campaign ads may deliver just as much information (and just as relevant) via their graphics as through their written content (Sulkin & Swigger, 2008).

2.1.5 Persuasion (Emotional Appeal) Strategy

A political campaign is all about persuading people to vote for you. As technology has progressed, politicians have used advertising, themes, stump speeches, and even negative campaigning to sway the public's vote (Scammell, 2016). Take a look at Millard Fillmore's campaign poster from 1850. Would a contemporary voter be swayed by the presence of Justice and Liberty in tiaras and gowns encircling Millard Fillmore? Probably not, but look at the American flags in both posters. Advertisements for politicians competing in this

year's presidential race often use this kind of imagery (Scammell, 2016). There is evidence that campaigns are significantly better at evoking emotions than educating people about their perspectives on their arguments. Campaign professionals use affective and emotional reactions to attract voters, and many scientists have started to investigate the role of emotion in political decision making (Marcus et al., 2000).

Emotions may significantly influence political views and political action, which is not unexpected. Rethinking one's perspective on an issue may be sparked by positive and negative emotional reactions as well as learning about politics (Lupia & Menning, 2009; Marcus et al., 2000). The use of emotional appeals by campaign strategists is well established. Brader and Marcus (2013) accurately point out that many campaigns consider emotional appeals one of the most significant methods. On the other hand, campaign strategists don't always conceive about emotions as Brader does. A campaign aims to build an emotional connection with voters by appealing to their identity. As a way of saying, "I support and care about individuals like you," they depict the candidate with a certain demographic (Albertson et al., 2020, p. 169).

2.2 Theoretical Review

The examination of theoretical literature contributes to the formulation of new ideas by determining what theories already exist, the connections between them, and how many existing ideas have been investigated. Theories underlying the research are examined to provide a sufficient theoretical basis for the investigation. The theories underpinning the study are the functional theory of political campaign communication and affective intelligence theory

2.2.1 The Functional Theory of Political Campaign Communication

The utterances in an election campaign are seen as functional or a means to an aim by functionalists. There is the need to make a few generalisations about how political campaigns work to get started (Botan, 2017). It is important to keep in mind that voting is a comparison activity. Candidates simply need to show up to gain office, and it is vital to remember that political campaigns are all about creating unfavourable opinions of their opponents (Ladam et al., 2018). As a second step, political candidates must compare themselves to their rivals. Those who want to lead do not have to agree with their rivals on every significant subject. Who would oppose the creation of employment or protection of one's nation? On the other hand, voters cannot choose one candidate over another if both are the same (Benoit, 2006). Candidates must have a distinct advantage over their rivals if they are to have a chance of being seen as better than their rivals. At this point, communication enters the electoral process (Benoit, 2006).

Voters learn about candidate differences via several sources, including supporters, the news media, the supporters of competing candidates, and special interest organisations. This is the third premise of functional theory (Benoit, 2006). Voters may learn more about candidates and their views via various media, both directly and indirectly, as other outlets carry along some of the concepts from their campaign themes. Candidates demonstrate their preference by asserting, challenging, and defending themselves against criticism (Benoit, 2006). An "acclaim" is a statement of a candidate's positive attributes. Attacks make a person's flaws or shortcomings obvious to the other person. Attacks against a candidate's character are the subject of defences. Cost-benefit analysis may be performed informally via these three functions (Dudek & Partacz, 2009).

As a cost-benefit analysis variation, it does not imply that functional theory believes voters quantify advantages (acclaims) or costs (attacks) or participate in mathematical computations to make voting decisions (Benoit et al., 2003). An increase in perceived advantages may be achieved by making convincing assertions. Attacks may raise an opponent's apparent costs if the audience accepts them. When the public accepts a candidate's defences, their perceived costs are reduced (Owen, 2017). Of course, audience members' attitudes and pre-existing knowledge and how they receive candidate statements are critical (Borah, 2016). Voters may be drawn to or repelled by a politician who pushes healthcare legislation by acclaiming or opposing an opponent's healthcare plan. Both policy and personality are discussed throughout the campaigning process. Candidate resources for acclamation and defence include their character and what they have done and will do in power (policy). As was previously mentioned, various sources of information impact voters' opinions on politicians' character and policy beliefs (Jeong & Bae, 2018).

However, policy and character are the two areas in which candidates praise, criticise, and defend themselves to give voters the idea that they are more qualified for government than the competition (Dudek & Partacz, 2009). A candidate must get a majority of the votes cast (or a majority in the Electoral College for US presidential elections) (Dudek & Partacz, 2009). It is conceivable that many voters will choose one candidate on certain subjects and an opponent on others because the electorate is split into several controversial issues (e.g., some want government funding of healthcare, others oppose it). However, to be elected, a candidate has to gain enough votes from those who bother to vote, rather than the support of everyone in the electorate who is theoretically eligible to vote. In addition, three types of policy are distinguished by functional. Three types of character (personal characteristics,

leadership abilities, and ideals [values and principles]) are also distinguished (Albalat-Mascarell & Carrió-Pastor, 2019).

The theory has been criticized because to win the debates and the citizens' votes, candidates try to make themselves look more preferred. Positive self-assessments are seen adequate to get the support of a voter (Dudek & Partacz, 2009). No matter how many good things politicians say about themselves, they may not be able to win over their constituents if they candidates do not believe they have accomplished anything. Using functions to create a common identity between themselves and their voters, this study suggests that candidates participate in an imagined interactive process in order to look more desirable (Benoit, 2006). The political campaign serves as a platform from which politicians may establish collective identities for themselves and their supporters (Benoit, 2006). It is more than just a matter of preference that determines a winner. It connotes a sense of companionship, trust, and togetherness (Owen, 2017). Despite the criticism of the theory helps in explaining the extent of President Akufo Addo's use of campaign rhetoric in his Corona virus update speeches. Thus, the extent of campaign rhetoric employed in the COVID-19 update speeches was intended to project the President's policies in addition to giving updates on the COVID-19 situation in Ghana.

2.2.2 Affective Intelligence Theory

When it comes to an understanding how emotions influence information processing and political participation, the prevailing affective theoretical paradigm in political science is based on Affective Intelligence Theory (Marcus et al., 2000). This method categorises emotional reactions based on their relationship to one of two systems: the disposition system and the surveillance system, which provide people with information about their

present circumstances (Marcus et al., 2000). The former method promotes the processor to depend on habits, while the latter fosters an enhanced attentiveness to stimuli (Marcus et al., 2000). The disposition system can evoke emotions from two dimensions (e.g., happiness-sadness, hope, enthusiasm, pride, sadness), identifying successful behaviours and linking them to political decisions based on previously learned attachments (Druckman & McDermott, 2008).

People rely on habits and political allegiances and use the disposition system (Marcus et al., 2011). There has been little study on the political consequences of the disposition system. However, anger has been shown to enhance individual support for a candidate (no matter the dangers) by donating money or time to the campaign (or both) (Lerner et al., 2007). Compassion appeals are often utilised to strengthen a candidate's image and draw in core supporters (Cotet & Veresezan, 2015). Disposition systems are known for their familiarity, whereas surveillance systems concentrate on the distinctive and warn of potentially harmful stimuli. The surveillance system summons Anxious-to-calm emotions to prioritise attention in unknown situations. As a result of the increased focus, people will likely shed their partisanship and participate in political education in this state. Concern for the quest for information, attention to campaigns, and a race's result have all been identified by academics (Rudolph et al., 2000).

Furthermore, Marcus et al. (2011) identified a clear link between increased anxiety and party defection in an extensive discussion on the impacts of anxiety. When considering a course of action, anxious people are more inclined to raise their risk assessments, but those who feel angry are less likely to do the same (Huddy et al., 2007). Partisan signals may be more dangerous to those concerned about the outcome of a race, for example. An emotional

appeal may be a strategic option in campaigns based on the framework of the affective intelligence hypothesis (Marcus & MacKuen, 1993). For starters, we may assume that campaigns will rely on emotional appeals to arouse party support and, as a result, keep things as they are (Marcus & MacKuen, 1993). For example, a study on the correlation between turnout and excitement suggests that enthusiasm appeals will encourage people to vote. Finally, we anticipate campaigns to use fear as a way to entice people away from their party allegiances (Marcus & MacKuen, 1993).

AIT has been criticised by Ladd and Lenz (2011), who propose two alternate explanations for how anxiety affects political decision-making. Both critiques rely on the initial assessment of anxiety, which is anxiety about a certain candidate (Marcus, 2000). A second viewpoint on anxiety and voting is offered by Ladd and Lenz (2008, p. 277), who criticise AIT for its endogeneity ("endogenous affect"). In their view, it is the voter's judgments of candidates that lead to feelings of concern or excitement, rather than the other way around; if a candidate causes anxiety or excitement in a voter, it is logical to assume that the voter will be less inclined to vote for her. According to the second critique, emotional responses may be rational judgments rather than influence political decision-making. Lavine, Johnston, and Steenbergen (2012) opine that a method other than anxiety may be used to help people break free of long-standing party allegiances and reexamine previous political decisions. They argue that when party image and party performance diverge, some party identifiers grow ambivalent regarding their parties. These ambivalent partisans depend more on their political beliefs than on their party allegiances to make their decisions.

However, the theory is relevant in the context of the current study where supporters of political parties tend to be committed to their party ideologies without looking at the issues

at hand. They focus on the party colours and mostly oblivious of the teething issues that suppose to informed a decision of a rational voter to decide who to vote for in an election. Thus, this theory is important in comprehending the reasoning behind the use of campaign rhetoric in the COVID-19 update speeches of President Nana Akufo-Addo.

2.3 Review of Other Related Studies

The previous research on the issue of the study is included in the empirical review. An empirical literature study is the best place to start to find out more about this issue. Research gaps are identified, and how current work fills them are examined in this study. There were several criticisms in this section of the study. Additionally, it will serve as a basis for comparing this study's results to the previously published literature.

Druckman et al. (2020) conducted a study on campaign rhetoric and the incumbency advantage in the USA. Due to a lack of competition, incumbents are given an advantage over their opponents since they are already in office. The findings showed that voters place a high value on incumbency criteria when deciding who to elect. Opponents are at a disadvantage, with little substantial interaction. Analysis of campaign websites and an experiment show that similar processes are at play in the current political climate. This study is similar to that of Gunawan (2017) where campaign rhetoric was examined from the perspective of incumbency.

Gunawan (2017) studied Hillary Clinton's presidential campaign rhetoric: Making America whole again in the USA. The study highlighted that both speeches featured comparable elements in the four components of the campaign rhetoric, highlighting Clinton's trains of thinking and political ambitions consistently. She concisely put out her goal to make

America whole again; therefore, offering opportunity, dignity, and justice for every American. She structured her political attitude to maintain the prior Democratic President's achievement to boost the American economy. She positioned herself as a powerful leader capable of promoting the American economy that worked for every American, breaking all boundaries and restoring their shared faith for a better America. She invoked aspirations on the side of her potential voters for their shared better future and encouraged them to seek love and compassion in their lives and utilise the feeling of fury against the obstacles that separated them. The two studies demonstrated that campaign rhetoric is mostly explored by incumbents as a conduit to sewed voters to their side by focusing on appealing to the emotions of electorates.

Similar to Druckman et al. (2020) and Gunawan (2017) earlier studies, Hart (2021) used the diction tool to analyse the campaign's rhetoric. The was that most recent extension of the Campaign Mapping Project, which began at the University of Texas in Austin in 1995 and was aimed to collect comparative rhetorical data regarding presidential elections from 1948 to the current period. Richard Hofstadter, who coined the term "Paranoid Style," Donald Trump lost the election because he overused it. Voters concerned about their health and employment in 2020 found Trump's assertions about vague and unsubstantiated conspiracy reductive. As a result, Joe Biden focused on Commonality, the need of having a common goal in a dangerous and depressing time. Biden likewise talked directly to and for the people, taking a leaf from Trump's playbook. Donald Trump became more self-obsessed while he served as president and eventually lost his position because of this tendency. The study however differs in terms of coverage and approach as compared to Druckman et al. (2020) and Gunawan (2017). Thus, it focused on comparative analysis

over a longer period. There is common trend in the studies where the presidential candidates make use of a lot of rhetorical strategies to outwit their opponents. The reason might be the sophisticated nature of the voters in the USA.

Hatcher (2020) also carried out a study on the threat of presidential disinformation during the COVID-19 epidemic as a failure of political communication more than a failing of bureaucracy. When it comes to the new coronavirus (COVID-19) pandemic, President Trump's statements contravene public health standards, such as openness and deference to medical professionals. It was found that the country's reaction to the crisis is limited, the political conflict surrounding public health concerns of social distance is increased, and inaccurate information about health policies and medical procedures is circulated. The danger of rhetorical tendencies in USA political discourse as shown by preceding studies accounted for the crisis during the pandemic. Since the incumbent want to be on top and not been disadvantage by the COVID-19 pandemic, Trump chose to contravene public health standards. This was demonstrated by all other studies where every campaign message is full of rhetorical undertone in the USA. The situation was not different from what pertains in the Ghanaian politics.

In an earlier study, Jerit (2004) researched survival of the fittest: rhetoric during an election campaign. This research speculates about the sorts of appeals those incumbents and challengers find most successful and, consequently, are most likely to dominate an election campaign in this way. The study reported that candidates have an incentive to utilise emotional arguments like fear, anxiety, and fury to their advantage. Con sensual ideals may be highlighted in an emotional appeal, making it easier to rally a party's base while also garnering the support of those who have yet to make up their minds. It is also consistent

with the media's tendency for drama and excitement in news reporting. As a result, emotional arguments are more likely to dominate the rhetorical landscape than other sorts of appeals. Thus, it is obvious that earlier empirical evidences point to the dominance of rhetoric in campaign messages in most part of the world. This not different from the current situation in campaigning in the pandemic. This is evident in another current research on worldwide analysis of main rhetorical themes used in publicly accessible speeches from 26 nations.

As stated in the preceding paragraph, researching on the language of pandemic leadership: mapping political rhetoric during the COVID-19 outbreak, Montiel et al. (2021) conducted a worldwide analysis of main rhetorical themes used in publicly accessible speeches from 26 nations will be carried out in this study. The study found that state leaders rhetorically lead their countries by implementing systemic interventions, supporting global solidarity, fostering community collaboration, stirring national ardour and ensuring responsive government. In addition, country-level rhetoric is structured along emerging dimensions of cultural cognition: an agency-structure axis to designate the locations of pandemic interventions and a hierarchy-egalitarianism axis that separates top-down enforcement from bottom-up appeals for collaboration. Another remarkable difference is seen between nations with populist and globalist rhetoric, where the meaning creation surrounding leading over vs leading with and the intensity of pandemics encountered differs significantly.

The findings of Montiel et al. (2021) reaffirms the outcome of Naryoso et al. (2021). They research how the public in Central Java views digital campaigns to reduce the risk of COVID-19. The study used a descriptive design and a mixed research approach. Purposive

sampling was the method of choice. An online poll of 121 respondents, conversations with experts, and document analysis were used to get the data. The findings indicated that thought the Governor prioritised using a digital campaign to appeal to voters in a good way. The interview findings showed that the Governor and the content creators worked together to compose the digital campaign's creative material. Creatively packaged digital campaigns enhanced public engagement in implementing preventative measures during the pandemic.

In another study in USA, Çinar et al. (2020) analyse the content and style of presidential campaign speeches delivered by a various US politicians using text-as-data analysis, which provides a larger view on the originality of Trump's language and its continuities with the rhetoric of others. As a result of this research, the study characterises Trump as a right-wing populist. As with left-leaning populists, right-wing populists are anti-elitist and Manichean in their rhetoric and perspective. The study found that the two forms of populism diverge in their anti-elitism, with right-wing populists targeting political elites and left-wing populists targeting economic elites. Additionally, right-wing populists describe "other" as ethnic out-groups that threaten the ethnically pure "people." The empirical evidences suggest that majority of the studies on campaign rhetoric are conducted in USA with only few in Ghana. This is one of the gaps the current study fills by assessing the extent of the President Nana Akufo Addo's use of campaign rhetoric in his Corona virus update speeches

In Ghana, Addy and Ofori (2020) conducted a study on a critical discourse analysis of the campaign speech of a Ghanaian opposition leader. Ghanaian opposition leader Nana Akufo-Addo delivered a campaign address at the party's unveiling. He uses language to

connect with the voters to persuade people to accept and support his beliefs and eventually vote for him. A three-dimensional model of critical discourse analysis (CDA) developed by Fairclough found that Nana Addo used the pronouns "I," "you," "our," and "we" as well as repetition to establish a strong connection with the voters and to express solidarity. He also attempted to convince the public that he would be an excellent president by using similar tactics.

2.4 Chapter Summary

The literature reviewed showed the diverse evidence on campaigning in the era of the COVID-19 pandemic from developed countries to the developing countries and Ghana. The review also points out the perspectives of campaign strategies adopted by political parties to win voters to their fold. Thus, political operators spend a lot of time and money communicating their messages effectively. However, the issue of whether candidates use particular rhetorical techniques to create their speeches is still unanswered. The compounds of the campaign rhetoric were explored. Thus, the issues/image strategies and persuasion strategies were reviewed. Two theories underpinning the study were reviewed to help situate the research into proper theoretical grounding. These theories are the functional theory of political campaign communication and the affective intelligence theory. Finally, the empirical review was done to help compare studies from other authorities in the field to the current findings.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the activities and processes undertaken to gather data for the research work. It details the methods of data collection and analysis for the study. It is presented under the following subheadings; research design, sources of data, population, sampling technique and sample size, research instruments, data collection, a content unit of analysis, data analysis methodology, and ethical considerations.

3.1 Research Design

The study adopted a qualitative research design. Participant observation, in-depth interviews (both face-to-face and over the phone), and focus groups are all examples of approaches to data collection employed in qualitative research design (Amoah et al., 2019). There is a fundamental rationale for conducting qualitative research, thus, to get an in-depth grasp of a certain subject or problem or meaning via first-hand experience (Amoah et al., 2019). Due to the time-consuming nature of qualitative data collection and its concentration on depth rather than quantity, a small but concentrated sample base is necessary to accomplish this (Amoah et al., 2019).

The qualitative research design is appropriate for this study because it helps document shifting views within a target group, such as product or service users or workplace attitudes. The constraints of quantitative design do not constrain qualitative research methodologies. If replies do not conform to the researcher's expectations, qualitative data may provide

context and perhaps explain something that statistics alone cannot tell (Leavy, 2017). Qualitative research offers a far more adaptable method. Qualitative data collection enables researchers to be significantly more imaginative about the regions they study and the methods they use (Clark & Vealé, 2018). It enables data collection to be triggered by a researcher's intuitive or 'gut feeling' on where to go for useful information. Qualitative research is much more targeted, focusing on certain groups and significant places within an organisation to collect valuable data. This may expedite the data collection process and keep data collection expenses low.

3.2 Sources of Data

The data used for the study was collected from the transcribed clips of the President's COVID-19 addresses. The data for the analysis was collected from the website of myjoyonline. The data was obtained from this website because myjoyonline.com is one of Ghana's credible news outlets and has broadcasted all the corona virus update speeches by the President of Ghana.

3.3 Population

A population is a collection of persons from whom a statistical sample is selected. Thus, any collection of people who share a characteristic may be called to constitute a population. A sample is a subset of a population that is statistically significant, not the complete population. The population of the is all the speeches delivered by President Nana Akufo-Addo before the December 7, 2020 general election.

3.4 Sampling Technique and Sample Size

Sampling is a procedure of using a representative sample from a larger population to examine that group's characteristics. The population to which the sample is drawn must be

screened for proper representation (Punch, 2013). According to the authors, obtaining sample information takes less time (Armstrong et al., 2019). The study purposively focused on the corona virus update speeches delivered by the President of Ghana covering March 12, 2020, to November 8, 2020. In all nineteen (19) corona virus update, speeches were analysed. The study sampled nineteen (19) corona virus update speeches because this speech was delivered before December 7, 2020. Thus, the first speech was delivered on March 12, 2020, and the last before the December 2020 general election was on November 8, 2020. The selection of the speeches was based on the inclusion criteria that include all COVID-19 update speeches delivered by the President prior to the December 2020 general election. The study employed purposive sampling technique where the specific speeches that fall within the inclusion criteria were chosen.

3.5 Research Instruments

Content analysis was used as the primary method of investigation. It is an essential tool for assessing data. Content analysis was used to investigate election campaign rhetoric in other studies (Campian & Cerga, 2020). A qualitative description of President Akufo Addo's corona virus update speeches were used to meet the study's aims. Research methods for concluding by systematic and objectively recognising particular elements in the text, clear, brief statements about the issue, and text-gathering and analysis tools are all examples of content analysis (Niemeyer et al., 2018). Anything that can be communicated is considered "content." This includes anything that can be sent in any form. The term "text" encompasses all written, visual, and spoken media (Piñeiro-Naval, 2020).

It is important to adhere to predetermined criteria in content analysis to draw trustworthy findings of the subject matter at hand. As noted by Duan et al. (2020), the main goals of content analysis are to describe message content substance characteristics, describe message content form characteristics, enable content producers to understand consumers, and finally, make inferences about the effects of content on consumers. Content analysis lends itself to some advantages and disadvantages. The advantages include inexpensive costs, the vast availability of data, and the ability to study current and past events (Kyngäs, 2020). However, it is difficult to choose a unit of measurement that can be utilised, and it is difficult to construct an accurate description of the issue being investigated, which means that it is difficult to evaluate whether or not the findings are accurate (Kyngäs, 2020). Despite these drawbacks, it is still a viable method for analysing the content of a speech.

3.6 Data Collection

The data for the study was gathered from the myjoyonline website. The information was got from this website since myjoyonline.com is one of Ghana's trustworthy news channels and has aired all of the President of Ghana's corona virus update speeches. To ensure the authenticity of the transcription published on myjoyonline, the video was downloaded from the website of the Ministry of Information and compared with the written statements.

3.6.1 Generating themes

The Covid-19 Presidential addresses were read carefully to gain an in-depth understanding of the extent of President Nana Akufo Addo's use of campaign rhetoric in his Corona virus update speeches. Identifying salient themes and recurring ideas. As the analysis progressed, the recurring patterns in the address were clustered into themes coded manually.

3.6.2 Coding of themes

The data was entered into the computer application, MS Excel, for further analysis and generated codes. The coding enabled a clearer presentation of data. Two levels of analysis were used: open coding and selective coding. The Constant comparison was used to distil the data further until themes emerged from the data at each level of analysis.

3.6.3 Open coding

All the data from the addresses were coded manually during the open coding, which is the first stage. Open coding involves naming the identified patterns or categories of expression, breaking them down into discreet parts, closely examining them, comparing them for similarities and differences, and questioning the phenomena reflected in them (Hulpia & Devos, 2010). In the study, the researcher highlighted the clustered themes in yellow, green and blue, then named each theme depending on its focus or subject matter. The name given to each theme or category is the one that seems most logically related to the data it represents and is catchy enough to draw the researcher's or reader's attention to it (Hulpia & Devos, 2010).

3.6.4 Selective coding

The next and final analysis phase, the selective coding, required the researcher to search to find categories emerging from similarities in the open codes. Selective coding was the final process whereby all themes were divided into a selected number that composed the final presentation from the document of the combined themes. This included winnowing the data, and reducing it to a small, manageable set of themes to write into the final narrative (Williams & Moser, 2019).

3.7 Content Unit of Analysis

The coding method started with categorising the information into different election rhetoric kinds to illustrate which campaign components, issues/image strategies, and persuasion (emotional appeal) strategies were employed in the corona virus update speech of the President of Ghana. The analysis dwells on the election campaign rhetoric used in the coronavirus speeches delivered. The analysis also focused on image/issues strategies employed in the speech. Thus, the President of Ghana used the corona virus update speech to promote partisan agenda to the advantage of his political party. Regarding the image, the explore the extent to which the President of Ghana uses the platform to promote his government. The emotional strategy was assessed based on the extent of statements made to signal compassion or empathy to appeal to the Ghanaian voting population.

3.8 Data Analysis Methodology

The analysis was conducted using data derived from transcribed clips of the President's COVID-19 addresses. The researcher attempted to establish better a connection between existing literature on campaign rhetoric from articles and journals to understand the President's addresses' campaign rhetoric. Due to the researcher's use of a coded approach, topics for in-depth examination were developed. These established topics are also connected to philosophies and literature that correspond to campaign rhetoric.

3.9 Ethical Considerations

The documents used for the content analysis are publicly available documents that do not need permission before being used for academic purposes. However, the researcher ensured that the contents of the documents were not altered but were analysed as they were presented without embellishing and filtering of the information.

3.10 Chapter Summary

The study set out the plan used to achieve the study objectives. The methodology section of the study assesses the objectives which encompass research design, sources of data, population sampling, research instruments and data collection. The content unit of analysis, data analysis methodology, ethical considerations and chapter summary were also assessed.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF FINDINGS

4.0 Introduction

This chapter summarises and discusses the key findings of the study. The data collected from myjoyonline.com was presented and analysed in line with the objectives of the study. The analysis encompasses the components of campaign rhetoric employed in President Nana Akufo Addo's corona virus update speeches, the extent of usage of issue/image strategy in President Nana Akufo Addo's corona virus update speeches and the extent of use of persuasion (emotional appeal) strategy in President Nana Akufo Addo's corona virus update speeches.

4.1 The Components of Campaign Rhetoric Employed in President Nana Akufo Addo's Corona Virus Update Speeches

This section analyses the components of campaign rhetoric used in President Nana Akufo Addo's corona virus update speeches. The study analyses nineteen (19) speeches from President Nana Akufo-Addo's corona virus update speeches. The content of the speeches analysed revealed four (4) main components. These are issues, homestyle, image, persuasion (emotional appeal) strategies.

The issues in this context are the update about the corona various, which was presented to the advantage of the ruling party (New Patriotic Party) in a bid to outwit the main opposition party (National Democratic Congress). Since the President can reach out to all homes in Ghana through electronic media, the platform was utilised to sell his visions to

the Ghanaian electorate in the general elections on December 7, 2020. This was done under the disguise of giving information only on coronavirus and the measures taken to combat its spread.

This was evident in almost all the speeches where he made announcements about free water, electricity, support for businesses, cooking hot meals for places that had been locked down, and foodstuffs given out to citizens. In the 2nd update of the President, he announced severance packages to small and medium-sized enterprises (SMEs) and particularly for pharmaceutical, hotel, service, and industrial sectors in Ghana. For instance, consider excerpts from the 2nd corona update speech delivered by President Nana Akufo-Addo:

As a responsive government, we will continue to take decisive steps to reduce the effect of the Corona virus on companies and people, as well as to limit employment losses. I have asked the Minister of Finance to develop a Coronavirus Alleviation Programme for ratification by Parliament to address the disturbance in economic activity, the suffering of our people, and rescue and reinvigorate our industry. He will after that, make a minimum of one billion cedis (GH1 billion) accessible to homes and companies, focusing on small and medium-sized industries. In addition, commercial banks are reacting to the Bank of Ghana's 1.5 percent reduction in Policy Rate and 2% reduction in reserve requirement with a three-billion-cedi (GH3 billion) facility to boost industry, particularly in the pharmaceutical, hotel, service, and industrial sectors. (Akufo-Addo, 15th March 2020).

From the excerpts of his speech, he was projecting his government, which is an incumbent president, to his advantage. The packages announced was to benefit homes and businesses, especially SMEs.

Besides, there is evidence of image strategies adopted by the President in his corona virus update speeches. The President depicted in his speeches about his leadership in managing the corona virus pandemic, which is halting the spread of the virus. This imaging strategy was so profound in all the speeches where he used the personal pronoun “I” most of his statements to depict his leadership role in the fight against COVID-19 in Ghana. For example, he stated in the 6th address to the nation

Fellow Ghanaians, I am pleading with you all to suffer from these further steps. They are being carried out in the best interests of all of us. They are, hopefully, just temporary. Together with those already revealed, these extra steps will aid in the virus's defeat. And, to solve this problem, we must all work together. This is not the moment for politicking or showing off one's partisanship. The virus is unconcerned about whatever political party you belong to, and it is also unconcerned about people, as we have seen. The virus is the adversary, not each other. (Akufo-Addo, 9th April 2020).

The President’s corona virus update speeches also contain a homestyle strategy. Homestyle is a method of presenting politicians to their districts in such a manner that voters think the politician is a) "one of them" and b) has the people's best interests at heart (Darr, Hitt, & Dunaway, 2021). This strategy is about the statements regarding actions taken to benefit the citizenry during the COVID-19 pandemic. This includes working legislation

and programs targeted at reducing the impact of the pandemic. In the 6th address, the President stated:

I have imposed restrictions on the movement of persons in the Greater Accra Metropolitan Area (GAMA, which includes Awutu Senya East), and the Greater Kumasi Metropolitan Area and contiguous districts, for a period of two (2) weeks, subject to review, under the powers granted to the President of the Republic under the Imposition of Restrictions Act, 2020 (Act 1012). It will allow us to attempt to limit the virus's spread and effectively scale-up contact tracing of those who have come into touch with infected people, test them for the virus, and, if required, quarantine and isolate them for treatment if they test positive for the virus. (Akufo-Addo, 9th April 2020).

The analysis of the speech revealed the use of persuasion strategies. Thus, the speech was used to appeal to the emotions of the Ghanaian people going into the general election of 2020. The President indicated in the 2nd update speech that:

We are all in this together, Ghanaians, and the government will support you. We are all aware that the next several weeks will be challenging and uncomfortable for all of us. As a responsive government, we will continue to take decisive steps to reduce the effect of the Coronavirus on companies and people, as well as to limit employment losses. (Akufo-Addo, 15th March 2020).

The content analysis of the President's corona virus speeches contains campaign rhetoric captured riding on the back of the corona virus.

4.3 The Extent of use of Issue/Image Strategy in President Nana Akufo Addo's Corona Virus Update Speeches

As stated in the preceding section, the issues in this context are the update about the corona virus, which was presented to the advantage of the ruling government, New Patriotic Party (NPP). Since the President can reach out to all homes in Ghana through electronic media, the platform was utilised to know his plans to the Ghanaian electorate. This was done under the disguise of giving information only on coronavirus and the measures taken to combat its spread. However, the issues presented contain rhetoric of campaign issues intended to benefit the ruling government.

Ashworth et al. (2018) opine that voter depends on the convenience and accessibility of incumbency criteria when making decisions unless they are exceptionally motivated. Voters are more likely to evaluate candidates' policy ideas and qualities if they are driven to process information methodically. The President made use of the advent of the COVID-19 outbreak policies which otherwise could not be executed as part of a normal election campaign. In the corona virus update speeches, the ruling government announced a series of intervention programs. For example, on Sunday, 5th April 2020, the President announced the interventions:

Through this Program, the Ministries of Gender, Children, and Social Protection, Local Government and Rural Development, and the National Disaster Management Organization (NADMO), in collaboration with MMDCEs and faith-based organisations, have begun to provide food for up to 400,000 individuals and homes in the restricted areas. This started today in Accra and will continue tomorrow in

Kumasi. In dry food packages and hot meals will be provided to disadvantaged areas in Accra, Tema, Kumasi, and Kasoa. (Akufo-Addo, 5th April 2020).

Again, the Ghana Water Company Ltd and the Energy Company of Ghana have been asked to maintain a consistent water supply and electricity throughout this time. Furthermore, there will be no supply interruption. Furthermore, the government would cover all Ghanaians' water costs for the next three months, i.e. April, May, and June. All water tankers, both public and private, will be mobilised to secure water delivery to all vulnerable localities. (Akufo-Addo, 5th April 2020).

The government, in collaboration with the National Board for Small Scale Industries (NBSSI), Business & Trade Associations, and selected Commercial and Rural Banks, will roll out a soft loan scheme for micro, small, and medium-sized businesses worth 600 million cedis (GH600 million), with a one-year moratorium and a two-year repayment period. (Akufo-Addo, 5th April 2020).

All the freebies provided for individuals and corporate institutions were intended to cushion them against the devastating effect of COVID-19. However, given that Ghana's election was just around the corner, the President used the corona virus update speeches to indirectly campaign by announcing freebies to gain an advantage over opposition parties that do not have the state's resources at their disposal. The provision of hot meals to places affected by lockdown and foodstuffs for less than 1 week. However, the NPP communicators talk about it as if the food was provided for the whole country and longer duration. All these were intended to win more votes.

Furthermore, the health workers were not left out from the freebies. On Sunday, 8th November 2020, the President announced an incentive scheme.

I am pleased to inform you that the incentive package for health professionals has been extended till the end of the year. This implies that all health employees will pay no income taxes during October, November, and December. Again, during October, November, and December, all frontline health employees, as defined by the Ministry of Health, will continue to earn an extra allowance of fifty percent (50%) of their base wage every month. (Akufo-Addo, 8th November 2020).

This incentive is for only three months, and thereafter the health workers will be back to their original position. The incentive may be used to bring the health workers and their dependents to the NPP fold as sympathisers. All these announcements silently stated that if NPP is not voted for come December 7, 2020, Ghanaians will lose all the freebies they enjoy under the sitting government.

Moreover, the President's corona virus update speeches extensively used campaign rhetoric image strategies projecting the leadership exhibited in the management of the COVID-19 pandemic. Fernández (2019) reports that visual cues significantly influenced politically motivated responses. Candidates use imagery as their main means of evoking an emotional response. This finding resonates with the spirit behind using image strategies in the President's speeches.

The use of pronouns in political speeches goes beyond the simple replacement of a noun in classical grammar; rather, they are employed to convey inclusivity, self-responsibility, solidarity, and unity, among other qualities (Addy & Ofori, 2020). The use of pronouns by

politicians to refer to themselves or their audience is a crucial component of their message, designed to either emphasise or obfuscate responsibility and agency. As a result, politicians regularly use the pronouns *I, you, our, and we*. For example, on Sunday, 8th November 2020, the President's speech showed images.

To this end, I have directed that extra logistics, including cars, be released to the Ghana Health Service to bolster contact tracing and the supervision and monitoring of asymptomatic patients handled at home. Additionally, we are using technology to assist us in locating contacts and supervising and monitoring home care situations. (Akufo-Addo, 8th November 2020).

The address uses the image as a strategy to show leadership in handling the COVID-19 pandemic, where personal pronoun was extensively used to protect the President's power and leadership in the fight against the pandemic. This is also exhibited in the following extract from the Sunday, 8th November 2020

I have charged the Ministry of Health, via the Ghana Health Service, with liaising with all labs and testing institutions around the nation to ensure that reporting protocols are hammered out and adhered to. (Akufo-Addo, 8th November 2020).

The findings are in line with the findings of Druckman et al. (2020), who conducted a study on campaign rhetoric and the incumbency advantage in the USA. Due to a lack of competition, incumbents are given an advantage over their opponents since they are already in office. The findings showed that voters place a high value on incumbency criteria when deciding who to elect. Opponents are at a disadvantage, with little substantial interaction

4.4 The Extent of use of Persuasion Strategy in President Nana Akufo Addo's Corona Virus Update Speeches.

This section of the content analysis of President Akufo-Addo's corona virus update was used to appeal to the emotions of the citizenry and voters. Scammell (2016) posit that a political campaign is all about persuading people to vote for you. As technology has progressed, politicians have used advertising, themes, stump speeches, and even negative campaigning to sway the public's vote.

The analysis of the speeches revealed that most statements were made intending to appeal to the emotions of Ghanaians to vote for the NPP. The President employed persuasion strategy in the nineteen (19) speeches delivered. This was because it was an election campaign period. The corona virus update created an avenue for the President to campaign to a larger audience at the back of the corona virus. This opportunity is not available to opposition parties.

An excerpt from Sunday, 14th June 2020 corona virus speech delivered which was the 11th update

Fellow Ghanaians, for the past three (3) months, this virus has impacted every part of our national life. We have had to take active actions to guarantee that our society remains functional in the face of the epidemic and continues to strive for the outcomes of growth, wealth, and development that we all want. This endeavour has been centred on saving lives, jobs, and livelihoods, revitalising our economy, and securing our country's future. We cannot claim that, as a result of the epidemic, we

have lost interest in social justice problems such as education and health. (Akufo-Addo, 14th June 2020).

The 14th address was full of persuasive paragraphs recounting the freebies government has given to Ghanaians and specifically to frontline health workers. Thus, Sunday, 26th July 2020, the excerpts from the speech showed that three (3) paragraphs were repetitions of incentives and reliefs granted to Ghanaians.

The findings support the findings of Jerit (2004). The researcher reported that candidates have an incentive to utilise emotional arguments like fear, anxiety, and fury to their advantage. Con sensual ideals may be highlighted in an emotional appeal, making it easier to rally a party's base while also garnering the support of those who have yet to make up their minds.

Three days ago, Finance Minister Ken Ofori-Atta, a diligent and patriotic Ghanaian, addressed Parliament and offered the public an honest assessment of the health of our economy. Not only did he provide a convincing overview of the efforts made over the previous three and a half years to stabilise and build our economy, but he also painted a believable image of optimism for the future, despite the devastation wrought by COVID-19. (Akufo-Addo, 26th July 2020).

It is reassuring to see the bold decision to implement a Relief, Resilience, and Recovery plan bearing fruit in real life, with the overarching goal of providing relief to the average Ghanaian and increasing resources available to strengthen the productive sectors of the economy to ensure sustained economic activity (Akufo-Addo, 26th July 2020).

During the lockdown period, the government was able to feed thousands of our citizens. From April to June, the government increased pay for healthcare workers, ensured free access to water for all households across the country, fully absorbed electricity bills for one million active lifeline customers, and provided a fifty percent (50%) subsidy on all other customers' electricity bills, using the March 2020 bill as a benchmark. Six hundred million cedis (GH600 million) is being given under the Coronavirus Alleviation Programme Business Support Scheme to assist micro, small, and medium-sized firms that have been impacted by the economic slowdown caused by the epidemic (Akufo-Addo, 26th July 2020).

From the excerpts, it could be seen that the corona virus update speech has become a pure campaign speech. The constant reminder of Ghanaians about the policies and programs, especially the social interventions instituted by his government to cushion them, appeals to their emotions to vote for him in the December 7, 2020 election.

The use of emotional appeals by campaign strategists is well established. Brader and Marcus (2013) accurately point out that many campaigns consider emotional appeals one of the most significant methods. On the other hand, campaign strategists don't always conceive about emotions as Brader does. A campaign aims to build an emotional connection with voters by appealing to their identity.

4.5 Discussion of Research Objectives

Objective one of this study sought to identify the components of campaign rhetoric employed in President Nana Akufo Addo's corona virus update speeches. The findings concerning this objective showed that the President's corona virus update speeches have

four main components: issues, homestyle, image and persuasion (emotional appeal) strategies. These components of campaign rhetoric run through all the nineteen (19) speeches analysed. President Akufo-Addo knows that most of the media houses in Ghana broadcast his speeches. Therefore, he employs strategies to appeal to voters to vote for him in the December 7, 2020 general election. The COVID-19 update serves as a conduit for NPP to campaign on the platform.

The findings fit into the position of Brader and Marcus (2013), who observe that the use of appeals is designed to elicit an emotional response from the audience. They also indicated that contemporary electoral campaigns are characterised by appeals designed to influence the audience's attitudes and behaviours. From the perspectives of Gerstlé and Nai (2019), anxious individuals are more likely to be persuaded by information and campaigns because they are more concerned about their well-being than those who are optimistic about the future.

As indicated by Gerstlé and Nai (2019), the findings point out that the corona virus update speeches were targeted to persuade voters through campaign rhetoric strategies to lure and convince voters. All the 19 speeches contained a blend of image, issues, homestyle and emotional appeal. The speech that was claimed to be only providing information on the state of the corona virus in the country was rather used as a campaign message targeted to attract voters to the NPP.

Furthermore, objective two of the study sought to assess the extent of issue/image strategy usage in President Nana Akufo Addo's corona virus update speeches. The findings indicate that the corona update speeches adopted issue/image strategy woo voters to their side.

Jacobson et al. (2016) proposed that voters may choose opponents instead of relying on incumbents' policies or traits because of their preferences. From the proposal of Jacobson et al. (2016), the President's used the campaign rhetoric to outwit his opponents who do not have the opportunity to broadcast live to the whole nation regularly. The incumbency advantage was fully utilized and explored through the corona virus update speech. Per the findings, the campaign rhetoric through issues/images was captured in the first to the last speech analysed. The issue/images strategy in the corona virus speeches present the opportunity to the President to make promises that can draw floating voters to his advantage at no cost to the party.

The promise of freebies and incentives within the campaign period until the election on December 7 2020, was provided using state resources. However, it was presented to Ghanaians as personal donations from President Nana Akufo-Addo. Under normal circumstances where there is no pandemic, the President would have been accused of vote-buying and using state resources to win political power.

The findings of objective three, which sought to ascertain the extent of persuasion (emotional appeal) strategy in President Nana Akufo Addo's corona virus update speech, revealed that most speeches were made to appeal to Ghanaians' emotions to persuade them to vote for President Nana Akufo-Addo. In his nineteen (19) remarks, the President used a persuasive approach. Since it was an election year, the President could appeal to a bigger audience thanks to the corona virus update speeches. However, the opposition parties do not have access to such a big platform to sell their policies and make promises to voters. Brader and Marcus (2013) accurately point out that many campaigns consider emotional appeals one of the most significant methods.

Albertson et al. (2020) postulate that a campaign aims to build an emotional connection with voters by appealing to their identity. As a way of saying, "I support and care about individuals like you," they depict the candidate with a certain demographic. The President's corona virus update speeches extensively made this strategy to their advantage. The speeches contain paragraphs that appeal to Ghanaians through the provision of freebies and assurance that the President cares about the citizens of Ghana.

4.5 Chapter Summary

Chapter four of the study presents an analysis of findings based on the corona virus update speeches presented by President Nana Akufo-Addo. The study analysed nineteen (19) speeches delivered from March 12, 2020, to November 8, 2020. The findings revealed issues, homestyle, image, persuasion (emotional appeal) constitute the components of campaign rhetoric employed in the corona virus update speeches delivered by President Nana Akufo-Addo. The study also found that issue/images strategies and persuasions strategies were used in all the 19 speeches analysed.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

The summary of main findings from the analysis of data gathered from the corona virus update speeches delivered by President Nana Akufo-Addo. The study draws conclusions based on the findings and recommendations provided for policy implications for future governments and other political actors. Recommendations for future studies was also provided.

5.1 Summary of Findings

The main objective of the study is to ascertain whether or not the President used campaign rhetoric in his Corona virus update speeches. Specifically, the study explores the following objectives: to identify the components of campaign rhetoric employed in President Nana Akufo Addo's corona virus update speeches; assess the extent of usage of issue/image strategy in President Nana Akufo Addo's corona virus update speeches and ascertain the extent of use of persuasion (emotional appeal) strategy in President Nana Akufo Addo's corona virus update speeches. The study purposively sampled nineteen (19) corona virus update speeches from March 12, 2020 to November 8, 2020, since these speeches fall within the December 7 2020, general election campaign season. The study used a content analysis technique to analyse the speeches sampled.

The findings revealed that the President's corona virus update speeches have four major components: issues, homestyle, image, and persuasion (emotional appeal) strategies. These

components of campaign rhetoric may be seen in all nineteen (19) of the speeches examined. President Akufo-Addo is aware that most of Ghana's media outlets carry his remarks. As a result, he adopts techniques to persuade electors to vote for him in the general election on December 7, 2020. The COVID-19 update allows the ruling government to run a campaign on the platform. The implication is that anxious Ghanaians are more likely to be persuaded by information and campaigns because they are more concerned about their well-being than those who are optimistic about the future. Thus, all 19 speeches contained a blend of image, issues, homestyle and emotional appeal. The speech that was claimed to be only providing information on the state of the corona virus in the country was rather used as a campaign message targeted to attract voters to the ruling government. Ghanaian voters' attitude was considered when writing the speeches as some voters demand financial and material things as a condition to vote for a political party.

Additionally, the findings indicate that the corona update speeches adopted issue/image strategy woo voters to their side. The analysis revealed that the President's speeches contained campaign rhetoric intending to outwit opponents who do not have the opportunity to broadcast live to the whole nation regularly. The incumbency advantage was extensively leveraged and used through the corona virus update speech. According to the findings, the campaign rhetoric was captured via issues/images from the first to the final speech. The reason for the perceptiveness of the issue/image techniques in the corona virus speeches is that it allows the President to make pledges that may entice flotsam voters to his benefit at no cost to the party. This implies that politicians know their followers and attract them to their camps. Ghanaian politicians are aware of peoples' desire to satisfy their quest know that tomorrow can wait. Due to that, the promise of freebies and incentives

within the campaign period until the election on December 7, 2020, was provided using state resources to convince voters that they care about them.

Finally, the findings showed that speeches were written to appeal to Ghanaians' emotions to convince them to vote for President Nana Akufo-Addo. The President utilised a compelling approach in his nineteen (19) statements. Because it was an election year, the President's corona virus update speeches allowed him to reach a larger audience. On the other hand, opposition parties do not have access to such a large platform to promote their programmes and make promises to voters. The speeches feature phrases that appeal to Ghanaians by offering gifts and assuring them that the President cares about them.

5.2 Conclusion

The study concludes that the President's corona virus update speeches have four major components: issues, homestyle, image, and persuasion (emotional appeal) strategies. The strategies identified confirms the position of functional theory of political campaign communication. The theory states that voting is a comparison activity. Candidates simply need to show up to gain office, and it is vital to remember that political campaigns are all about creating unfavourable opinions of their opponents (Ladam et al., 2018). Thus, the strategies implored in the Presidents COVID-19 updates was targeted to project him and create negative opinion about the opposition parties. Stressing on policies of his party during an update on COVID-19 situations in the country was meant to look good and appeal to voters to favour him in the December 7, 2020 general election.

The COVID-19 update allows the ruling government to run a campaign on the platform. Ghanaians are more likely to be persuaded by information and campaigns because they are

more concerned about their well-being than those who are optimistic about the future. As indicated by the affective intelligence theory, the issues most of the issues raised in the President's COVID-19 update speeches were targeted to appeal to voters by focusing on campaign policy issues of the NPP party. It was also concluded that the President's speeches contained campaign rhetoric intending to outwit opponents who do not have the opportunity to broadcast live to the whole nation regularly. The corona virus update speech was used to explore the incumbency advantage to attract voters to their party. The statements made by the President during the COVID-19 update speeches were just of a president informing his citizens about what his government had done. However, this was not the main theme of the speeches. The study concludes that the corona virus update speeches were written to appeal to Ghanaians' emotions to convince them to vote for President Nana Akufo-Addo as propounded by affective intelligence theory. The President utilised a compelling approach in his nineteen (19) statements. since it was an election year, the President's corona virus update speeches allowed him to reach a larger audience and it was just an information session on what he has done and promising to do when given the mandate to rule for the next four years

5.3 Recommendations

Recommendations were made based on the study's key findings for policy implications.

Given that the Presidents corona virus update speeches contain four components of campaign rhetoric, there is the need to reconsider such approaches in writing speeches for the President. This is because the rhetorical strategy commonly employed by incumbents may be less powerful in terms of rival party defections. Thus, relaxing on the rhetoric was

proven to whip the interest of floating voters, thereby increasing the party's support base, which ultimately leads to easy re-election in most instances.

The study also recommends that too much focus on issues/image strategy should be avoided in campaign speeches. This may help play to the political party's advantage in the short run; however, they may be rejected when voters face reality.

Persuasion as a strategy to woo voters has been a tool in the hands of politicians since time immemorial and has proven effective to some extent. However, ideally, the election outcome should result from a vigorous exchange of ideas. It is imperative to note that campaign rhetoric causes people to think twice about their choices. There is nothing inherently wrong with high-quality incumbents winning re-election, but there is something wrong with their capacity to win re-election simply by reminding people that they are incumbents.

5.4 Recommendation for Future Studies

The current study sought to ascertain whether or not the President used campaign rhetoric in his Corona virus update speeches. Further studies should be conducted to explore campaign messages of the two main political parties comparatively to identify the extent of rhetoric and the components of rhetoric present in their speeches.

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APPENDICES

S/N	Date	code	Issue/Image Strategy
1	15 th March 2020)	IS 1	As a responsive government, we will continue to take decisive steps to reduce the effect of the Coronavirus on companies and people and limit employment losses. I have asked the Minister of Finance to develop a Coronavirus Alleviation Programme for ratification by Parliament to address the disturbance in economic activity, the suffering of our people, and rescue and reinvigorate our industry. He will after that, make a minimum of one billion cedis (GH1 billion) accessible to homes and companies, focusing on small and medium-sized industries. In addition, commercial banks are reacting to the Bank of Ghana's 1.5 percent reduction in Policy Rate and 2% reduction in reserve requirement with a three-billion-cedi (GH3 billion) facility to boost industry, particularly in the pharmaceutical, hotel, service, and industrial sectors.
2	5 th April 2020).	IS 2	Through this Program, the Ministries of Gender, Children, and Social Protection, Local Government and Rural Development, and the National Disaster Management Organization (NADMO), in collaboration with MMDCs and faith-based organisations, have begun to provide food for up to 400,000 individuals and homes in the restricted areas. This started today in Accra and will continue tomorrow in Kumasi. In dry food packages and hot meals will be provided to disadvantaged areas in Accra, Tema, Kumasi, and Kasa.
3	5 th April 2020)	IS 3	Again, the Ghana Water Company Ltd and the Energy Company of Ghana have been asked to maintain a consistent water supply and electricity throughout this time. Furthermore, there will be no supply interruption. Furthermore, the government would cover all Ghanaians' water costs for the next three months, i.e. April, May, and June. All water tankers, both public and private, will be mobilised to secure water delivery to all vulnerable localities.
4	5 th April 2020)	IS4	The government, in collaboration with the National Board for Small Scale Industries (NBSSI), Business & Trade Associations, and selected Commercial and Rural Banks, will roll out a soft loan scheme for micro, small, and medium-sized businesses worth 600 million cedis (GH600 million), with a one-year moratorium and a two-year repayment period.

S/N	Date	code	Issue/Image Strategy cont 2
5	8 th November 2020).	IS5	I am pleased to inform you that the incentive package for health professionals has been extended till the end of the year. This implies that all health employees will pay no income taxes during October, November, and December. Again, during October, November, and December, all frontline health employees, as defined by the Ministry of Health, will continue to earn an extra allowance of fifty percent (50%) of their base wage every month.
6	9 th April 2020).	IM 1	Fellow Ghanaians, I am pleading with you all to suffer from these further steps. They are being carried out in the best interests of all of us. They are, hopefully, just temporary. Together with those already revealed, these extra steps will aid in the virus's defeat. And, to solve this problem, we must all work together. This is not the moment for politicking or showing off one's partisanship. The virus is unconcerned about whatever political party you belong to, and it is also unconcerned about people, as we have seen. The virus is the adversary, not the other. (Akufo-Addo,
7	8 th November 2020)	IM 2	To this end, I have directed that extra logistics, including cars, be released to the Ghana Health Service to bolster contact tracing and the supervision and monitoring of asymptomatic patients handled at home. Additionally, we are using technology to assist us in locating contacts and supervising and monitoring home care situations.
8	8 th November 2020)	IM 3	I have charged the Ministry of Health, via the Ghana Health Service, with liaising with all labs and testing institutions around the nation to ensure that reporting protocols are hammered out and adhered to. (Akufo-Addo, 8th November 2020).

S/N	Date	Code	Homestyle Strategy
1	9th April 2020).	HS 1	I have imposed restrictions on the movement of persons in the Greater Accra Metropolitan Area (GAMA, which includes Awutu Senya East), and the Greater Kumasi Metropolitan Area and contiguous districts, for a period of two (2) weeks, subject to review, under the powers granted to the President of the Republic under the Imposition of Restrictions Act, 2020 (Act 1012). It will allow us to attempt to limit the virus's spread and effectively scale-up contact tracing of those who have come into touch with infected people, test them for the virus, and, if required, quarantine and isolate them for treatment if they test positive for the virus. (Akufo-Addo,
3	31st May, 2020.	HS3	In view of the obvious economic difficulties that the tough measures brought, I also announced far-reaching reliefs to ease the economic and social burden on households and businesses. These included subsidies on utilities for all, tax reliefs and financial packages for businesses, and incentives for our frontline health workers.
2	16th August, 2020	HS2	By the grace of God, the work of the Electoral Commission, and the effective measures put in place by Government, these prophecies of doom did not materialize. There were, nonetheless, deeply regrettable, isolated incidents of violence, which I condemn unreservedly, and which I expect the Police to deal with without fear or favour, but the exercise was generally peaceful.

S/N	Date	Code	Persuasion (Emotional Appeal) Strategy
1	15 th March 2020	P 1	We are all in this together, Ghanaians, and the government will support you. We are all aware that the next several weeks will be challenging and uncomfortable for all of us. As a responsive government, we will continue to take decisive steps to reduce the effect of the Coronavirus on companies and people and limit employment losses.
2	14 th June 2020)	P 2	For the past three (3) months, Fellow Ghanaians, this virus has impacted every part of our national life. We have had to take active actions to guarantee that our society remains functional in the face of the epidemic and continues to strive for the outcomes of growth, wealth, and development that we all want. This endeavour has been centred on saving lives, jobs, and livelihoods, revitalising our economy, and securing our country's future.
3	26 th July 2020)	P 3	Three days ago, Finance Minister Ken Ofori-Atta, a diligent and patriotic Ghanaian, addressed Parliament and offered the public an honest assessment of the health of our economy. Not only did he provide a convincing overview of the efforts made over the previous three and a half years to stabilise and build our economy, but he also painted a believable image of optimism for the future, despite the devastation wrought by COVID-19.
4	26 th July 2020)	P4	It is reassuring to see the bold decision to implement a Relief, Resilience, and Recovery plan bearing fruit in real life, with the overarching goal of providing relief to the average Ghanaian and increasing resources available to strengthen the productive sectors of the economy to ensure sustained economic activity
5	26 th July 2020)	P5	During the lockdown period, the government could feed thousands of our citizens. From April to June, the government increased pay for healthcare workers, ensured free access to water for all households across the country, fully absorbed electricity bills for one million active lifeline customers, and provided a fifty percent (50%) subsidy on all other customers' electricity bills, using the March 2020 bill as a benchmark. Six hundred million cedis (GH600 million) is being given under the Coronavirus Alleviation