

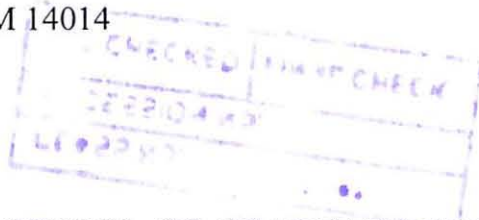
GHANA INSTITUTE OF JOURNALISM

MEDIA OWNERSHIP AND CONTENT OF NEWS; COMPARATIVE STUDY OF NEWS
BULLETINS OF STATE AND PRIVATE OWNED STATIONS GTV AND
TV3NETWORKS.

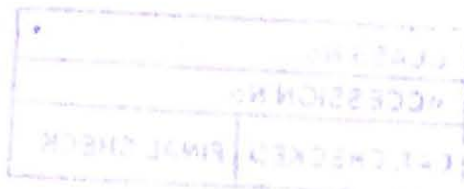
BY

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MAMM 14014



A DISSERTATION SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES AND
RESEARCH (SoGSaR) GHANA INSTITUTE OF JOURNALISM, ACCRA, IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF A MASTERS OF
ART IN MEDIA MANAGEMENT.



OCTOBER, 2015.

DECLARATION

I do hereby declare that this dissertation is the result of my own research and has not been presented by anyone for any academic award in this or any other institution. All references used in the work have been fully acknowledged.

I bear sole responsibility for any shortcomings.

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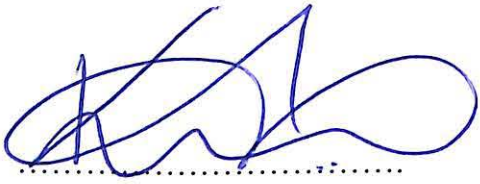
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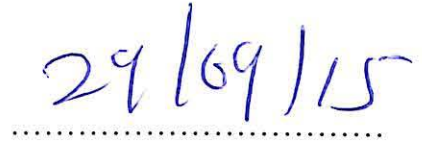
CERTIFICATION

I hereby certify that this dissertation was supervised in accordance with the laid down procedures by Ghana Institute of Journalism.



Dr. Kobby Mensah

(Supervisor)



Date

DEDICATION

To thee o Lord when morning dawns breaks into light, Behind the shrieking birds and disappearance of the clouds; above the sun and in the shining of the light; with a formidable assurance that there oh Lord is and will always be with me.

ACKNOWLEDGEMENTS

To my creator, who means the world to me and strengthen me day to day. I would like to express my gratitude to my Dad and Mum (Iyiola & Iyabode Oredola), Mo mo ore mo si dupe ore (I acknowledge your efforts and I appreciate your depth of sacrifice I felt how much you strive for me often; you ensure all my needs were meant to make life more comfortable for me. In the absence of your care and determinations i would go far in life full of pains and pressures.

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ABSTRACT

This research work investigates on how ownership influences news contents and to ascertain to which extent audience can perceive ownership influence on news contents of and Tv3networks and Ghana Television (GTV). The study attempts to find out implications of news credibility and objectivity whether the two stations are credible and objective in news contents to their target Ghanaian audience and whether owners of these media influence news content in any ways and to know how objective and credible news bulletins contents are presented to viewers. In carry out this study, questionnaires and content analyses coding schedules were used to gather information from respondents. findings indicate how news are presented by the two stations, GTV as a state own stations presents news contents on parliamentarians, politics and governments activities, its expected of GTV to give more prominence to social and human interest issues however TV3network as a private own stations presents news that focus on social and human interest, not limiting its contents to political activities. Data further reveals that audience can perceive commercials and political influence above news contents from both stations. The study recommends among other that, Media practitioners should consider the pen not sword in news reportage. Reporters should stop considering brown envelopes but attention should be impulse towards ethics governing journalism and Media practitioners from editors to reporters should ensure that the interests of the owners are not often taking high precedence in their news coverage and reportage.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

News is both a commodity and a state of mind. As a commodity, news is gathered, processed, packaged and sold by newspaper, news services, news magazines etc. As a state of mind; it is whatever people think it is. Something at a particular moment happens to appeal to the interest of the reader, viewer or listener. What do Ghanaians get from their television networks in terms of news?

In general, they get more government or bureaucratic and institutional coverage, news on domestic affairs and chieftaincy issues, among others (Cudjoe, 2006). And most of these issues emanate from government, society, anonymous sourcing and other jurisdictions. What is more important is the process by which journalists working for television stations source their information. Generally, information is sourced by journalists from the public and private domain. It is out of this information that the news agenda is set or constructed by the media. (Proress et al. 1991)

To further this debate, news is, defined based on the orientation or ideological position of individual news outlets whether from public or private interest broadcaster. The construction of news involves decision made by media personnel as to the relative merits and importance of each story or items. News sources may also vary from one media institution to the other.

State owned media institutions in this case, often turn to government and its agencies for most of their news items. Whereas private-owned media may dwell on other sources for information.

News is very vital commodity that provides an essential platform for socio-economic, political and cultural development. However, news has the power to harmonies or brings chaos in the society. News types are various forms and shapes of news items whether soft, hard, human interest and developing news and these are all determined by news content.

According to Shrivastava (2003) “news is one of the biggest known media outputs in today’s media programming”. He states further that the concept of news has existed long before the phenomenon of mass media. This is supported by (Schramm 1963). Furthermore, to illustrate the universality of news, it is possible in Africa today to find accounts of primitive system in remote tribal arrears where people exchange local news during the weekly market just by talking to one another (Shrivastava, 2003).

Also, to illustrate the power of news, before the era of newspapers and electronic media, news was communicated by mouth. Public announcements by those in power were communicated to their subordinate by various kinds of drummers. Such announcements even now dominate the news coverage in the newspapers, radio and television in almost all countries irrespective of their ideology (Shrivastava, 2003)

The importance and power of these rudimentary medium of news to society such as drums, trumpets and gongs, as well as the modern media of news, of which television is an example which cannot be missed. It is even more important for people who are in power and those who want power. Radio and television became first targets in coups, and those who snatch power from an old regime use these electronic mediums for their first announcements. Television news, at once, can be used to serve both societal interests as well as the interests of an individual or a select few of individuals. Hence it is a requirement in professional journalism to present or broadcast news as it is as the event happened.

Mckane (2006) supports that the final stage of journalistic process, is the only one that the audience encounters directly, which is the ‘‘words’’. She stated that:

“They may be printed, spoken or placed on the computer screen, But first they have to be prepared if they are clumsy or inappropriate, they will annoy’’. All of these challenges must be considered also in news reportage’’. (Mckane 2006)

1.1.1 Attributes of news

Information and statement must be attributed to the source of the material. However, no attribution is necessary for assertions that are obvious and for the events that the reporter observes. Generally when we speak of attribution, we refer to what is called sourcing a quote or statement. That is, responsibility for the material is given to the source. When there is no attribution, the reporter, newspaper or station is considered as the source.

Attribution to a source does not guarantee that the statement is true. It places responsibility for the assertion with the source. When reporters doubt the accuracy or truth of a statement they try to verify it. Most of the time, attribution is placed in the lead. For broadcast attribution usually precedes assertion and action. Attribution is important in any lead that contains accusations and charges. The following are the attributes of news:

- **Background:** when a writer provides materials that helps readers or listeners to understand an event more fully. We say that the reporter's is providing background. This materials used is coming from sources, from the reporter own knowledge and from checking references and clips. (clips are previously run stories filled in the broadcast or newspaper library)
- **Balance and fairness:** balance means that both sides in a controversy are given their say. In a political campaign for example, all candidates are given enough space and time to present their major points.
- **Fairness** means that all those involved in news events are treated without favoritism. If someone makes a charge against another person or news media carry the allegation, the news media are obliged to try to carry the response of the person charged. Fairness requires that the reporter tie charge and reply together whatever possible. Fairness also involves honest use of language.
- **Brevity:** The art of media writing is knowing what to leave out and condensing what's left. The most effective writing makes its point succinctly, economically. Writers make a little go a long way by carefully selecting the material they use and by using words that work hard. They have trained themselves to stay on the major point, and they know that action verbs and concrete nouns are the backbone of crisp writing.
- **Clarity:** readers, viewers, listeners, editors agrees after making sure a story is accurate, the most important job of the writer is to be clear, to make the information

understandable. The news stories, editorial, article or review must be clear on the first reading. Unclear stories often are the result of muddy thinking. Excess punctuation, excess adjective, adverbs, and long sentences linked with and, but and for with other conjunctions describe an unclear stories.

- Identification: writers describe the people they are writing about so that readers and listeners can visualize, locate and identify these people. Identification is a quick portrait. The basic identifying material is name, age, address, occupation and any other indicators.
- News point: in journalism, the key message is called the news point or the focus of the information. Usually, the point is put in the lead of a news release or story, the headline in an advertisement, the first few words in a newscast. Writers try to determine the news points or leads in their assignments as early as possible. The sooner they grasp the central idea or theme of the event, the more time they have to gather the supporting material to buttress and to illustrate their theme.
- Objectivity: the greater strength of journalism is objectivity. The two meanings of objectivity are:
 - The work itself: a story is objective when it is balanced and impersonal; the reporter does not include his or her opinion, feelings, and biases. Information is verified through the reporter's direct observation of the event or through documents and records to which the reporter can point as proof of his or her account. The objective writer subordinates feelings to facts.
 - The tradition: journalism in the so-called free worlds represents "an impartial third party, the one that speaks for the general interest,"

1.1.2 Media ownership

Media ownership in Ghana is largely an admixture of private and government ownership. Their influence on what the media produce or sell are undeniably profound because “he who pays the piper dictate the tune”. The merits and demerits of government ownership of the media outlets have generated considerable debate in communication studies. Some experts contend that governmental influence will not allow media practitioners to be objective and fair in their reporting. Others however, affirm that because of unique historical experiences, government ownership is necessary in order to facilitate development in all the nooks and crannies of the country.

Salman Rushdie’s contribution to this debate generally echoes the sentiments of the majority of media practitioners. He affirms that “the creative spirit by its very nature resist frontiers and limiting points, denies the authority of censures and taboos. For this reason, it is all too frequently treated as an enemy by those mighty or pretty potentates who resent power to art to build pictures of the world, which quarrel with or undermine their own simpler or less open-hearted views.” (Rushdie 1986)

From another point of view, Den Agbese, editor- in- chief of news watch magazine, contends that:

“No publication no matter how independent it may claim to be, can escape in serving certain vested interest, either knowingly or unknowingly. These interests may be commercial, political, communal, tribal or even religious. The result is that the gathering and dissemination of news is secondary to ascertain other interest ‘’. (Agbese, 1996)

The patterns of media ownership, therefore, are important in developing a country. A medium that represents or presents a rough draft of history of its domain, the picture of the events, the conflicts and the contradictions. The squabbles and problems of the society is certainly a powerful tool to facilitate education and information. Consequently, when the ownership of the media is vested in the hands of the government and few rich individuals, the media will no doubt become megaphones of those in control. To comprehend the admixture of government and private ownership of the media in Ghana.

1.1.3 Ownership and the commercial imperative

News business in Ghana today is very competitive. Whether government or privately owned, the key variable is the viewership. You must give the viewers what they want. Consequently most of the judgments being made in the Ghanaian media are influenced by market demands or the commercial imperative. Indeed, media is business and should be managed as such.

Dan Agbese contends that commercialism and journalism are no longer mutually exclusive. Government media outlets are now compelled to make money through advertising, although government often gives subventions to help some ailing ones that cannot compete favorably with others. However, its advice that all government media organizations must be self-sustaining. Parts of Ghana television (GTV) problems are competition and the commercial imperative like TV3networks, V-sat 1, UTV, and so on all competes.

Both private and government televisions are concerned with the question: **will the story sell?** If the market says sensational story is what sells, the media will give in to sensationalism. The Ghanaian audience is becoming more and more literate their interests and political consciousness have become more sophisticated. People now practice and enlightened skepticism. Some people realize this trend and news stories are fine-tuned to satisfy their desires.

1.1.4 Private versus Government ownerships

In almost all the western societies, the media are all privately owned, while in Asian and socialist countries the media are owned by the state and private individuals. Aminu (1996) argues that the most powerful reason for government ownership appears to be economic. He says that:

“This is compounded by the lack of evenhandedness on the part of the privately owned media. Government needs to have their policies; programmes and activities published and give the desired slant. They cannot normally get this form” “the private sector owned press”. This assertion is justifiable because of the problem of tribalism and regionalism in Ghana. What has made the situation more confusing is that private owners of the different media outlets, with the exception of a few, have contributed to pursue their selfish interest instead of upholding journalism objectivity.

However, some private media organization gives government activities proper and adequate coverage. This fact makes amine’s contention questionable when a government programme is launched, the private station grants more attention to the activities and coverage than the

government station. As Ghana marches toward the establishment of a democratically elected government, it may be better to allow market forces to determine the viability and unviability of every media organization. Any form of control negates the essences of media practice: the media is the fourth estate of the realm, that is, the watchdog. How can you objectively watch and warn government when your wages are paid by the government.

Uche (1983) asserts that “government-owned media do not expose certain malpractices in high governmental establishments if a government-paid civil servant or public office holder is involved”. Conversely, the few cases of expose on corrupt government officials who had embezzled public money or committed unethical acts in which their actions were questioned came up through stories carried by private media.

1.1.5 History of television in Ghana

Kwame. K and Kwasi . A-K and (1998) Television was introduced in the country in 1965 as part of the operations of the GBC. But television transmission hardly covered the whole country. Its farthest coverage was northern Ashanti region and southern Brong Ahafo. Transmission in Tamale was a rebroadcast 24 hours later of tapes of the previous day’s programmes from Accra carried by state transport buses or in better times by Ghana Airways flight.

By 1980, even this service had ceased as a result of a general decline in equipment, facilities and infrastructure. The introduction of colour transmission in 1985 accompanied expansion of television transmission to all region of the country via microwave. The expansion was also alongside rehabilitation of telecommunication infrastructure. Hence the then upper region

(now upper East and west) had television transmission in the late 1980s. In 1980, the first satellite earth station was launched at Kutunse, near Accra, which drastically facilitated satellite broadcast transmission and reception, as well as improvements in international telephone communication.

For the colonial as well as the first post-colonial governments, the respective introduction and advances in broadcasting media services had two principal objectives:

- Education
- Politics

Governor Hodson believed that radio would subvert the nationalist consciousness or ideology of the educated African elite. At the same time, by introducing it into schools, he expected radio to influence the political outlook of new generations of educated Africans.

The Nkrumah government saw radio as a medium for national integration and therefore objected to regional or localized stations with specific programming for particular communities. The government believed localization would accentuate ethnic feelings. In 1960, for instance, the ministry of information and broadcasting, Kwaku Boateng, told the national assembly:

“I wish to emphasize that the radio is a unifying influence and there is no intention of regionalizing the broadcasting system.....i have no intention of encouraging either regional or class or cultural distinctions among the people”.

During the inauguration of television in 1965, Nkrumah reiterated the government’s position, saying as much that all the three networks of broadcasting service then “will be converted

into one single network, and all our national transmitter will carry the programmes throughout the country....” Television political and educational mission was underlined:

“Ghana’s television will be used to supplement our educational Programme and foster a lively interest in the world around us. It will not cater for cheap entertainment or commercialism its Paramount objective will be education in broadcast and purest Sense. Television must assist in the socialist transformation in Ghana”.

Similarly, when television was introduced, the government abhorred commercial broadcasting. Later, though, commercial broadcasting, on radio and television was introduced in 1967, logically, by the capitalist oriented military National Liberation Council (NLC) which had overthrown the socialist CPP government a year earlier.

Radio and television from the onset were state-owned and remained so till 1995 when the University of Ghana’s voice of Legon (renamed radio universe) became the first private, non-government radio station in the country. Of course prior to this, there had been some experiments. Students at the university hall (popularly known as “katanga”) of the Kwame Nkrumah University of Science and Technology (KNUST) in Kumasi had run amateur “pirate” station from home-made transmitters and equipment.

It is noteworthy that, throughout the years, those regimes that stunted media freedom and independence most also tended to improve more the media infrastructure of the country. This may be explained by the fact that, the more repressive the regime was of free speech, the greater the propensity to rely on the monopolized media as an institution for authoritarian rule. Apart from the CPP’s tremendous development of broadcasting and the press, the national redemption council (NRC) Supreme Military council (SMC) under general I.K.

Akyeampong, added some infrastructural progress to the state own media. The regime bought for the Graphic Corporation new colour printers though they were never used. It also tried to improve newspapers to Tamale to minimize delays in delivery to the regions. Rawlings' PNDC also rehabilitated the GBC crumbling facilities, purchasing new radio and television transmitter, refurbishing studios, and introducing colour transmission. The same regime also completed the Upper Regional Agricultural Radio (URA) station in Bolgatanga. The URA-Radio's original objectives of using radio for agricultural development education were abandoned, however. It was the first FM station in the country. The GBC opened new regional and district FM stations in the late 80s and 90s.

1.2 Statement of the problem

This study is desirous of media ownership and content of news, in light of understanding the implications on news credibility and objectivity whether the two stations are credible and objective in news contents to their target Ghanaian audience and weather the ownership of these media can influence news content in any way.

As perceived by viewers, it obvious that owner of the media has influence and right over the headlines and news stories to be presented to viewers. Owing to these influence the research aim towards how justice can be pleaded to owners of the media to put a stop over the dictate of content and coverage of news items. Also these studies aim at the implications of objectivity and credibility on audience loyalty and what impact or impression do owners of the media portray to the public.

By and large, media practitioners and ownership of the mass media aims towards will the story sells? The media outlets are prepared to give stories that will aid sales and commercial imperative to Ghanaian audience which is becoming well-versed in their audience mindsets. Audiences now have open-minded doubts; some people apprehend this tendency that news stories are fine-tuned to satisfy their desires of commercials and ownership. To answer this question, this study will embark on a comparative media enterprise with two Ghanaian media framework. TV3networks and Ghana Television (GTV).

1.3 Objectives of the study

The goal of this study is to discover how and why ownership influence news contents in the following ways:

1. To find out what media ownership influences news in the Ghanaian context.
2. To know how news is influence by TV3networks and Ghana Television (GTV).
3. To examine the implication of objectivity and credibility on audience loyalty to broadcast stations.
4. To ascertain to which extent of how audience perceived the ownership influence (private and government) on the news coverage of and Tv3networks Ghana Television (GTV).

1.4 Research questions

1. What is media ownership and news influence in the Ghanaian context?
2. How is news influenced by ownership of TV3 networks and Ghana Television (GTV)?
3. What implications does objectivity and credibility or lack of them have on audience loyalty to broadcast station?
4. How do audiences perceive ownership influence (TV3 networks and GTV) on the news coverage and sources of news?

1.5 Significance of the study

The research hopes to examine the worth of news credibility in boosting news worthiness and to suggest through this research work a change in the concept of media owners who influence news credibility.

Relative information obtain from the study and other media in Ghanaian context, will enable us to understand the important of news credibility and news worthiness , also this research work intend to implement the use of news credibility and news worthiness in Ghanaian media context. This will show the level of awareness among the audience and help to examine and to explain why one of the two stations has a better credibility rating and a larger audience size

1.6 Scope of the study

On the whole, the study will help to determine the influence of ownership on news coverage of the selected stations. The current study focuses on the influence of broadcast media ownership on news coverage on social interest, especially activities and programmers of the ruling party in the country. It is important to clarify here that only the ownership of broadcast stations are intended and not the entire media, just as only news coverage and not entire programming will be covered. Also, a privately owned station known as TV3networks and the radio and television stations jointly called Ghana television (GTV) owned by the government are to be studied. The scope of the study will focus on Ghanaian audience who are viewers of TV3networks and Ghana television (GTV) to acquire findings from every region in Ghana.

1.7 Organization of the study

This study is organized into five chapters. Chapter one of the studies delves into introduction and attributes of news which explains the importance and power attributed to news. Other studies of chapter one includes, background of the study, statements of the problem, research objectives, significant of the study, scope of the study and structure of the study.

Chapter two of the study reviews literature reviews which examined conceptual reviews, which stress on news value and its structure, ownership and control, patterns of broadcast media ownership and ethical decision making in the electronic media. Gatekeeping theory,

ownership theory and agenda-setting theory are the applicable theories implemented for the Theoretical frame work relevant for this research.

Chapter three delve at the research methodology adopted for the study in terms of research design, quantitative research, study approach, sample size and sample procedures, method of data collection, method of data analysis and validity and reliability.

Chapter four stares at data analysis and interpretation for survey and content analysis. Analysis of data collated from viewers, personnel of TV3networks and GTV stations also, analysis of news bulletins from the two stations.

Chapter five gazes' conclusion, it summarizes the research work and pointing out recommendations for the study and further studies.

1.8 Limitations of the study

Owing to the fact this study is to be carried out on the Ghanaian media context. There will be a need to investigate on the two media outlet selected TV3networks and Ghana Television (GTV). Also, there will be need to source for foreign journals and text books. Due to insufficient materials and journals on media ownership and content of news at Ghana Institute of Journalism.

For both stations it was not easy getting officers to provide quality time to attest to the questionnaire due to shift of duty. Another challenge encounter on the field was national

identity; most times the security personnel claims that GTV is for citizen and foreigners needs to apply for permits to acquire entry into their premises. Within the context and in spite of these constraints, considerable efforts were made not to allow these challenges to compromise the quality of the study and also to ensure that the overall objectives was accomplished.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This part of the study reviews and explains the concept of news and the study seeks to take the research further to determine ownership influence on news coverage and the degree of objectivity and credibility among Ghana television (GTV) and TV3 networks. The study also includes an outlines of ownership and control of the media, the relationship between media ownership and news coverage will be better understood.

2.2 The need to redefine news

Despite the central position of news in the media, the question what is news? Is one which journalist themselves seems to find distinctly metaphysical and difficult to answer except in terms of their intuition, 'feel' and innate judgment. Attempts to answer it by analysis of media content have not been very revealing. It happens that the two 'founding fathers' of the sociology of news were either former or practicing journalists and drew on their own experience in taking the question of the nature of the news.

Walter Lippman (1992, p. 216) focused on the process of news gathering, which he saw as a search for the 'objective clear signal which signifies an event'. Hence, 'news is not a mirror of social conditions, but the report of an aspect that has obtruded itself'. Our attention is thus directed to what is noticeable (and worthy of notice) in a form suitable for planned and routine inclusion as a news report. For this reason newspapers routinely survey such places as

police stations, law courts, hospitals and legislatures, where events are likely to be first signaled.

The second early commentators on news, Robert Park (1940), paid much more attention to the essential properties of the news report. His starting point was to compare it with another 'form of knowledge', history, which is from 'acquaintance with' 'to knowledge about'. News is located somewhere in the middle of this continuum. The result of Park's comparison of news with history can be distilled into a few points:

- News is timely: about very recent or recurrent events
- News is unsystematic: it deals with discrete events and happenings, and in the world seen through news alone consists of unrelated happenings, which it is not the primary task of news itself to interpret.
- News is perishable: it lives only when the events themselves are current, and for purpose of record and later references other forms of knowledge will replace news.
- Events reported as news should be unusual or at least unexpected, qualities which are more important than their 'real significance'.
- Apart from unexpectedness, news events are characterized by other 'news values' which are always relative and involve subjective judgments about likely audience interest.
- News is mainly for orientation and attention-direction and not a substitute for knowledge.
- News is predictable.

The last paradoxical and provocative point was explained by Park as follows:

If it is the unexpected that happens it is not the wholly unexpected which gets into the news. His events that have made news in the past, as in the present, are actually the expected things. It is on the whole the accidents and incidents that the public is prepared for. The things that one hope for that makes news (Park 1940, page 45)

A similar point was put more succinctly by Galtung and Ruge (1965) in the remark that 'news' is actually 'olds'. Another characterization of news was offered by Warren Breed (1956), who listed the following terms as descriptive of news: 'saleable', 'superficial', 'simple', 'objective', 'action-centered', 'interesting' (as distinct from significant), 'stylized' and 'prudent'. He also suggested dimensions along which an item of news might be placed: news versus truth; difficult versus routine (in terms of news gathering); and information versus human interest.

Much depends on whether the events which make news are 'visible' or not to the public or to news producers. According to Hall (1973), there are three basic 'rules of visibility':

- Its link to an event or occurrence (the components of action)
- Its recency and
- Its newsworthiness or link to important things or persons.

Hall views news as itself responsible for creating over time the 'consensus' knowledge by which newsworthiness is recognized by news people and accepted as such by the public. He writes: 'the ideological concepts embodied in photos and texts in a newspaper do not produce

new knowledge about the world. They produce recognition of the world as we have already learnt to appropriate it. This essentially coincides with Park's claim that news is predictable.

2.3 News values and the structure of news

One general conclusion from the many content studies is that news exhibits a rather stable and predictable overall pattern when measured according to conventional categories of subject matter. There are variations from one country to another and one medium type to another, and the pattern is naturally responsive to major events, such as war and world crisis. Nevertheless, the stability of news content is often remarkable. The most influential explanation of news value is probably that offered by Galtung and Ruge (1965) who identified and interrelated the main factors influencing the selection of (foreign) news in media. In essence they founded three types of factors; Organizational, genre-related and social- cultural.

The organisational factors are the most universal and least escapable and they also have some 'ideological' consequences. Among genre-related factors are: a preference for events which fit advance audience expectations (consonance with past news): a bias towards what is unexpected and novel within the limits of what is familiar; a wish to continue with events already established as newsworthy; and a wish for balance among types of news events. Galtung and Ruge identified socio-cultural influences that derive from 'northern European' culture. From this perspective, news values tend to favor events which are about elite people, elite nations and negative happenings. Events big on all these values are consistent with several of the organizational and genre-related selection requirements. Thus 'bigness' goes with elatedness; personal actions fit the short time scale and are least ambiguous and most

'bounded'; negative events often fit the production time schedule, are unambiguous and can be personalized (such as disasters, killing and crimes).

2.4 Ownership and control

Fundamental to an understanding of media structure is the question of ownership. Who owns and how the powers of ownership are exercised. The belief that ownership ultimately determines the nature of media is not just a Marxist theory but virtually a common-sense axiom summed up in Altschull's (1984) second law of journalism: 'the contents of the media always reflect the interests of those who finance them'. Not surprisingly, there are several different forms of ownership of different media. And the powers of ownership can be exercised in different ways.

As implied by Altschull's remarks, it is not just ownership which counts; it is a wider question of who actually pays for media product. Although there are media whose owners do personally pay for the privilege, most media are financed from different sources. These include a range of private investors (among them other media companies), advertisers, and consumers, various public or private subsidy-givers, and governments. It follows that the line of influence from ownership is often indirect and complex and it is rarely the only line of influence.

Most media belong to one of the three categories of ownership.

- Commercial companies.

- Private non-profit bodies.
- The public sectors

However, within each of these three there are significant divisions. For media ownership it will be relevant whether a company is public or private, a large media ownership it will be relevant whether a company is public or private, a large media chain or conglomerate or small independent. It may also matter whether or not a media enterprise is owned by a so-called media tycoon' or 'mogul', typified as wanting to take a personal interest in editorial policy (Tunstall and Palmer, 1991). Nonprofit bodies can be neutral trusts, designed to safeguard independence of operations, bodies with a special cultural or social task, political parties, churches, etc. Public ownership also comes in many different forms ranging from direct state administration to elaborate and diversified constructions designed to maximize independence of decision-making about content.

2.5 Patterns of broadcast media ownership

Traditionally, patterns and structure of broadcast media ownership vary from country as a result of different cultural, political and socio-economic realities. But all of that have started changing due to recent development on the media market.

First is the issue of convergence, which means that different media like newspaper, radio, television and internet are increasingly being fused together both technological and economically. Another equally important development is media concentration. By this we mean media companies are being merged together and controlled by fewer owners. The media

has also witnessed globalization, as media are owned by multinational companies broadcasting across borders. Yet another development is commercialization. This gives room for advertisement to be sneaked into entertainment as well as news stories. The distinctions between advertisement, news and entertainment are increasingly blurred. Audience group with less spending money are not considered.

Before any of this factors stated to have noticeable effect on the media industry, some nation's media systems have gone through considerable transformation especially, since the second world war due to technological advancement, concentration of production and marketing and the capacity for a global reach of communication throughout the world (O'Brien, undated). Shmykova (2001) notes that, Russia had totally authoritarian media regime until early 1990's, when the Russian mass media gained independence from the government, but still, several of them are controlled by government through ownership. The government as an owner is interested in affecting publish and building understanding of its policies. Nevertheless, this is far better than what obtained in the past when the USSR's media existed to serve as propaganda organ of government.

A report commissioned by the Dutch media regulator, the commissariat Voor de Media (2003) examined trends in media ownership in ten European countries and found that the last decade had seen an acceleration of media concentration throughout Europe. Looking to the future, the author's report concluded that it is likely that the trend towards concentration will continue in the coming decade; especially as government relax ownership restrictions to account for the increasing digitalization of network. Ensuring plural voices has become the in-thing in advanced democracies. For instance, in the United Kingdom, the conservative government in 1995 and the labor government in 2001 were unequivocal about the

importance of pluralism in a vibrant democracy (DMS, 2001; Department of National Heritage, 1995).

Throughout Europe it is becoming palpable that in a world of privately owned media, owners influence content with ideological, commercial, or personal motives. Most of the time, the influence is more subtle and less observable. Both United Kingdom and Europe foreground pluralism and diversity as significant objectives in the media ownership policies and regimes (Collins, 2007). The European states that the media pluralism is among the ‘pillars of Europe’s audiovisuals model’. And the United Kingdom regulator, Ofcom stresses the need to ‘strike a balance between ensuring a degree of plurality on the one hand and providing freedom to companies to expand, innovate and invest.’(Ofcom, 2006, p: 2). Media concentration has become a serious issue across Europe. The federation of European journalist warns that with concentration comes increasing concern for the impact on media quality, pluralism, and diversity (Barnett, 2004).

In communist ruled countries of Europe, the state maintained a monopoly not only on frequencies, but also on program content. Western European broadcasters were and mostly still are controlled by a broad range of public groups. This model of public service broadcasting has been acknowledge as serving the citizen’s right to unbiased information well. The liberalization of electronic media market in most western countries during the 1980’s and 1990’s eliminated the state monopoly over transmission frequencies (Djankov, McLeish, Nenova and Shleifer, 2003), in eastern Europe, media pluralism is seen as a basic condition for successful transformation of media systems and consolidation of democracy (Andrew, 2003; Klinkiewicz,2008). Slovakia as at 1998 was having a high degree of government control over the public radio and television networks while in Hungary; they had

only a small number of radio stations. And up to 2002, the Czech Republic liked stability in the television sector (Djankov et al, 2003).

In the United States, the 1996 Telecoms Act cancelled previous limits on the exact number of AM, FM and Television stations a single company or individual license would own (FCC.2003; Bagdikian, 2000). In their place, the act set up less restrictive limits based on a complex formula that takes into account factors such as the percent of population reached by stations owned by a single company and the cross-ownership of electronic and print media.

The effect has been to radically reduce the number of licensed broadcasters as many single companies sold their stations to dominant network. Again in 2003, the FCC further relaxed its media ownership rules to permit among other things, common ownership of a broadcast station and a daily newspaper in markets with at least four stations. Ever since, the media consolidation in the united State has assumed a dimension where only six media giants now control a staggering 90% of what Americans read, watch and listen to (Bagdikian, 2000). In 1983, 90% of American, Media was owned by 50 companies. This is simply because in the United State, the media sector, mostly in private hands is profit driven. In the Americas, where majority of newspapers have been owned and managed by single families for many decades, state ownership of television is also overwhelmingly lower in other regions. None of the top five broadcast station in Brazil, Mexico, Peru and the United State are state-owned media.

State ownership of newspaper and television is significantly higher in Africa and Middle East and North Africa (MENA) countries (Djankov et al, 2003) two-thirds of African countries have state monopolies on television broadcasting. South Africa and Kenya are believed to be

ahead of Ghana in media regime (report on the vision 2020, 2009) owing to the fact that South Africa is a model on public broadcasting service, in Kenya, the profit-driven privatized press provides a check on state own stations, thus encouraging free flow of information and at other times ignoring social responsibility roles (Mbeke, Ugungu and Okello-Orlale, 2010).

Also, the introduction of a new privately owned media in Ghana led to more criticism of government. The situation is still different in Gambia where television stations and radio are licensed under the Telegraphic Act, a colonial legacy of 1913 with no guarantee against undue restrictions of the media market entry (media sustainability index, 2008). Worse still, the broadcasting arena continues to be dominated by the government and the ruling party, ZANU-PF officials in Zimbabwe (MMPZ, 2002). Due to government's reluctance to relinquish its stranglehold on the radio and television monopoly which it currently holds in the country via the channels of state owned Zimbabwe broadcasting holding (ZBH), there has been no growth in the country's broadcasting industry in recent times.

Ghana media industry has enormous potentials to show off as the pride of Africa, but for government's lack of political will to complement the already existing well-crafted National Media Commission (N.M.C) policy. Although public service broadcasting provisions and institutions as developed in Western Europe, Canada, Australia, New Zealand and post-apartheid South Africa do not presently exist in the Ghanaian context. The structure of ownership of broadcasting stations has predominance of government and sole-proprietorship of immense wealth.

Ghana is currently having its fair share in the changes being witnessed in media ownership. Before 1990's, government in Africa political reasons owned the media, especially the radio

and television. Media are set up, staffed and controlled by government because of the fear that such media house could be used to foment trouble if left in the hands of private business men. Traditionally, private ownership category is more common in the United States and Europe.

In the case of joint government and private ownership, Canada has been unique for the kind of joint venture over the years. As for public ownership, this are media operated on behalf of the public by character and are supposedly “autonomous” or independent to a great extent. The British Broadcasting Corporation (BBC) is typical example of public media.

Government ownership is a common scenario in Africa but Ghana is gaining more reputation as one of the countries with liberalized broadcasting industry. , Any media organizations in various countries bear the little “ public” ’corporation, but they are so only in name and not In fact, considering their obvious subservience to government. Ghana television (GTV), Ghana News Agency (G N A), Ghanaian Times and Graphic communication groups are good examples of such stations.

The entry of private broadcasting stations like TV3 networks, V-sat 1, Multi-media group, peace F.M, and Citi F.M and so on among others marked the new era in the country’s media ownership structure. “In certain cases the managers are mere-front professionals for the real owners, including foreigners”. Many of them are therefore caught in between serving their professional, constitutional and societal mandate on one hand and fulfilling political agenda, objectives and motivations of the owners. Such owners see their media outlets as the political extension of their economic powers.

With two left (government, private and commercial), the Ghana media industry is faced with the challenge of mitigating an unhealthy competition between the two categories. As already pointed out, in some cases, many government-owned broadcast stations in the country are guilty of governmental journalism while their private counterpart at times toes adversarial line. To create a balance, existing laws and policy should give due recognition to community radio. In its absence, the claim by the Ghana government that it has fully deregulated the broadcasting sector is at best anecdotal.

2.6 Ethical decision making in the electronic media

There is no universally accepted code of ethics in the electronic media. An organization may adopt its own code of ethics, which may be written or simply implied. Whenever group or organizational ethics code exists, conflicts may arise between the organization's approach and the individual's moral beliefs.

Furthermore, the types of ethical situations vary by departments. For example, in newsrooms the ability to address decisions quickly and responsibly is an important skill. Marketing, promotions, and public relations personnel face different ethical situations because they must be creative as well as competitive in dealing with audiences and advertisers. Programmers, producers, writers and directors reveal their own sense of ethics through the production of media content. The general manager attempts to balance the needs of the market (owners, stockholders and other competitors) and the public in the ethical situations electronic media organizations face a daily basis. Christians Rotzoll, and Fackler (1997) identify five ethical duties mass media employees at all levels of management and non-management, as well as all types of institutions:

- ❖ Duty to self: media professionals need individual integrity and the strength to follow their conscience. Balancing career objectives with other duties can be challenging.
- ❖ Duty to audience: when deciding on a particular course of action, the audience, subscribers, or other supporters must be considered. How will the decisions affect the audience?
- ❖ Duty to employers or organization: responsible employees have a sense of obligation to their employer. Duty to the firm may outweigh individual duty in certain situations. What is the impact of one's decision on the organization?
- ❖ Duty to professional colleagues: we often consider obligation and loyalties to professional colleagues when we make ethical decisions. To what extent does duty to professional colleagues affect such decisions?
- ❖ Duty to society: many issues call into duty question our duty to society. In broadcast journalism, individual rights to privacy and confidentiality often arise. Media content society. To what extent does duty to society affect other professional duties and loyalties?

Hosmer (1991) explains that though the ethical problems management faces are thought to be simple, in most cases they are complex. Decision making is a challenging process for many reasons. Homer lists five factors that complicate the making of ethical decisions by managers:

- Ethical decisions have extended consequences: managerial decisions go beyond immediate or first-level consequences. Decisions affect others throughout the organization and society.

- Ethical decisions have many alternatives: few decisions involve a simple yes or no. managers must consider all options when making an ethical decision. For electronic media managers, the pressures of time and deadlines can limit a careful analysis of each possible alternative.
- Ethical decisions often have mixed outcomes: ethical decisions often produce both benefits and costs that managers may or may not foresee. The easiest ethical decisions involve only one outcome but are rare.
- Most ethical decisions have uncertain consequences: rarely are managerial decisions free of risk or doubt, with clear-cut alternatives. Usually managers cannot foretell the full consequences of an ethical decision.
- Ethical decisions have personal implications: ethical decisions are intertwined with the values, beliefs, and other personal qualities of manager. In most cases, manager face personal benefits and costs in the choices they make.

Ethical norms provide a means of making informed decisions. In the following sections, several ethical norms used in making moral decisions are presented.

2.7 Nature of news, gate keeping process and conflicting interest in media reporting

News is one of the most difficult issues to define communication. There are scholars, authors and journalist in the field. Many definitions of news have been viewed as traditional because they have been over-taken by developments in the world (Milton, 1967; Candling, 1970; Martindale, 1988; Tarber, 1985). Whereas the views of these scholars do not give enough consideration of news to encompass all the concepts of news, to encompass all the concepts of news, the contemporary views of news are a step ahead in that they take care of the modern

needs of the target audiences, the news worthiness of events and the concept in relation to society. Some scholars with the contemporary views are Hartley (1992); Mencher (1981, 2010); Dougal and Curtis (1983).

In contemporary thinking, news is about real life, real people, real events, real places or real issues in a real world reported in real time using any available means of communication, For instance Agbese (2008) sees news as finding out publishing the things people do not want others to know and second, anything that will make the people talk. For Sam Zelman of CNN, as cited by Rich (2007:74), news is what is important because of its impact on society; it is what people need to know and what they want to know.” For McIntyre (1996:1) news is “any new, timely, fresh and immediate report of an issue or event in the mass media”. In the words of Stovall (2006: 84).”News is one of the elements that hold the society together. This centrality of news makes the news story a fundamental form of writing for the mass media”. In the same vein, Shundson(2003) describes journalism as the business or practice of producing and disseminating information about contemporary affairs of general public interest and importance.

There have been other numerous definition of news, but interwoven in all this is the fact that news must be something of interest to a significant number of people. In this regard, the nature of news is always changing and since the dynamism in the human society gives the western world great deal of advantage, it is no longer strange for the mass media and audience to believe that news is not made in the third world until there are scandals, coups, civil wars, surprising supernatural disasters among others. “ this way, the west still dominate global flows of information” (Maruzui, 2006:13). This position also indicates that the west and “the rest” have different perspective in respect of news values.

There are procedures in news production. Tai and Chang (2002) notes that ‘news as a special kind of social products requires something to have taken place in the first place, to be captured by news people and published by the media, and ultimately to be consumed by the audience. Every stage is crucial for the news manufacturing process’. This view can hardly be faulted because without one of the stages, news production cannot be said to be complete.

Carole rich list qualities of news stories as timeliness (immediately) , proximity, celebrities (prominence), human interest, conflicts, impact, entertainment, helpfulness, issues or problems in the community and trends (rich, 2007:11-25). This list of news determinates has found corroboration in some other popular news-writing textbooks in journalism education, which also revealed that audience interest appears to be underlying factors that accounts for most, if not all, of these news ingredients (Brooks etal, 1999; Hough, 1998; Mencher, 1994).

This is because each of these elements can be related to audience taste. For instance in Ghana, the limited space or time devoted to foreign news coverage is an indication that the local taste is more imperative in the editor’s decision-making. This also holds true for other parts of the world as people care more about happenings in their environment than those on the international scene. Processing of news depends largely on the classification of news types which involves value judgment as to which stories are worthy of inclusion and which are not.

The classic study of M, Gates’ (White, 1950) opened the floodgate of research on editors’ definition and classification of news. Many of such studies came up with a conclusion suggesting that editors do not rely on formal, external rules or guidelines to limit the daily flow of information they process (Tai and Chang, 2002). Instead, a combination of how the

news would be related to their news decision-making. The interesting news is what the audiences 'want to know'; the important news is what editors think their audiences 'need to know'. Since these two criteria are largely determined by editor's perceptions of the taste and preferences of their audiences, they cannot be said to be necessarily independent of each other, more so when studies (Gieber, 1956; Atwood, 1970); Burgoon et al, 1982) have shown that it is possible for journalist to either lack or have false image of audience interest. This implies that audience factor is not the only factor that may account for the decision-making in the news room.

In a recent critical review, shoemaker (1991) cited in Tai and Chang (2002) studied the process of gate keeping at five different levels: the individual (for example deadlines and styles); the organizational and institutional (for example ownership, market); the external (for example audience, interest group, advertisers and other media) and the ideological (for example news paradigms, cultural practices, political elites). In other words, the conflicting interests in media reporting are as a result of what any of these stakeholders, reporters, editors, news organization, advertisers, media owner, professional body, the public, government does or refuses to do at any given time based on different interests.

Writing on multi-gated model of gate keeping, Livingston and Bennett (2003) identified three main ideal type of gate keeping factors scattered throughout the literature as follows:

- ❖ The reporter's personal and professional news judgments.
- ❖ Organizational news-gathering routines that establish the working relations between reporters and sources.

- ❖ Economic constraints on news production and communication technologies that define the limit of time and space in news gathering.

They further maintain that each gate is actually a set of journalistic norms and practices that affect the news content. All of the above factors have different ways of influencing the gate keeping decisions which according to Folarin (1998:93) goes beyond ‘’ accepting or rejecting information for presentation as news but includes treatment modifying, shaping, displaying of the accepted messages’’.

Journalists are fond of referring to news as stories. Gaye Tuchman quoted by Shudson (2003:4) argues that this does not mean faking or fiction as ‘’news like any all public documents, is a constructed reality with its own validity’’. It can be said that in spite of occasional bias, sensationalism or inaccuracy, a responsible journalist makes fairness his watchword. In his contribution, shudson (2003:2) notes:

To say that journalists construct the world is not to say they conjure the world. Journalists normally work with Materials that real people and real events provide. But by Selecting, highlighting, framing, shading and shaping in reportage, they create an impression that the people, readers and viewers than take to be real and to which they respond in their lives.

It is indeed this mediated reality dimension of journalism that allows the media to add something to every story they run so as to confer on it public legitimacy and thus stimulate social interaction about news worthy topic (Shudson,2003) to achieve this, Stovall (2006: 85-86) stress the need for media professionals to be governed by a number of considerations which combine to form the news culture: accurate information, efficiency, economic health of the organisation, processes of the organization, (especially the concept of deadlines) and individual and corporate integrity (ethics). Without any doubt, an individual's strong commitment to honesty, fairness and ethical standards goes a long way in helping a news organization to fulfill its social responsibility to its audience irrespective of whether the purpose of its message is to inform, persuade or entertain them.

Lloyd (1991) citing Mollenhorf reality observes that the audience of media professionals to social responsibility is essential to preserve democracy. That is perhaps why Stovall (2006) asserts that the media professionals have a tremendous impact on the shape and direction of the community. Generally speaking, the concepts of news have kept changing. Rich (2007) attributes this to the fact that journalism has become a multi-media field. This mixture of media also known as "convergence" or "integrated media" makes it possible for news organisations to provide their audience with information on a variety of devices such as printing, audio and video. In sharing this view, Mazuri (2006) posits that the speed, scale, and diversity of the internet as a means of communication have impact not only on the nature of news but also on the entire society. For instance, the great advantage of social media sites is founded in their immediacy.

The common saying in the media that "in today's society 'We do not find news; the news finds us'" is proving itself true more each day. The Bluegrass institute (2010) puts it this way:

“ big media giants thumb their noses at citizen journalists, who use the latest technology to report breaking news in a timelier manner”. By and large, the changing nature of news is making journalism an all comers affair and this points to a future where journalist must put on their thinking caps in other to beat the unskilled people who are fascinated by the new concept of “ online citizen journalism” which increases the fear that the days of gate keeping might really be numbered.

News value research has contributed a great deal to the understanding of the process of news selection. This foregoing has brought to the force the importance people across the world attach to news which is perhaps why there are many conflicting interest struggling to either have favorable portrayals in the media or gain control for the purpose of maximizing profit. A lot has happened since the advent of broadcast media to warrant the changing nature of news all over the world. With the way the new trends have been highlighted, it is the belief of this research that knowledge will be advanced.

2.8 Review of Relevant Empirical Studies

Both empirical and impressionistic studies abound in the broad field of communication as well as the narrow areas of broadcasting and broadcast journalism. Some of those that are relevant to this study will be briefly examined under this sub-heading.

The influence of media ownership on news content has over the years informed studies in the United State and Europe more than elsewhere. Many studies on news coverage of presidential campaigns in the United State have been conducted with no findings of the media bias. As far

back as 1974, Coffey (1975) in research of 1974 election in Colorado found that the Republicans received more space in Republican newspapers while the democrats received more space in independent newspapers. In the same vein, Steger examined political coverage of the 1996 campaign for the presidential nomination in the New York Times and the Chicago Tribune and found bias in terms of the amount of coverage and tone (Steger, 1999), he attributed the bias to the tendency of many reporters to treat elections as a horse race with the force-runner getting consistently more favorable coverage than the other candidates. Money seems to be unseen power underlying the news, and the journalists report it accordingly (Shoemaker and Reese, 1991)

Kenny and Simpson's (1993) study was first attempt to test the ownership theory of Shoemaker and Reese, and it found great evidence to support the theory, but it was limited in examining only two newspapers. The study did not compare the political view of the Washington Times with that of the New World Communications, the owner of the newspaper. Thus, the study ignores an important perspective of the media ownership theory of Shoemaker and Reese (1991) that newspaper content will reflect the political view of the owner.

A meta-analysis to examine whether media have literal bias as the public normally believes was conducted by Allen and D'Allesio (2000) on the United State presidential elections since 1948. They came up with three kinds of bias: gatekeeping bias, coverage bias and statement bias. It is pertinent to note that not even genuine players in the broadcasting industry can perfectly treat their news without occasional display of any of these biases.

Wang (2003) whose work is being replicated here used content analysis to examine the degree of objectivity in two newspapers in the same market, but of different ownership categories in

the United State and found that while one was objective, the other was biased. Also in trying to determine who owns the media, Djankov et al (2001) examined patterns of media ownership in 97 countries and found that almost universally. The largest media firms are owned by the government or by private families. Government ownership is more pervasive in broadcasting than in print media, government ownership of the media is generally associated with less press freedom, fewer political and economic rights and most conspicuously, inferior social outcomes in the areas of education and health. It does not appear that adverse consequences of government ownership of the media are restricted to the insurances of government monopoly. Ghana, many studies have at different times been carried out on the impact of ownership on news content. Conclusions drawn from these studies have left objectivity of the media in serious doubt.

2.9 Theoretical framework

These studies will be driven by three theories, gate-keeping, media ownership and a-gender setting theories. The media ownership theory provides the opportunity to ascertain if owners of the media can influence news contents. Such as the way authority is established and exercised as well as how the organization gate-keeps and filters its selected stories. The three theories, therefore, speak to issues of ownership types and their possible consequences on media contents, scrutinizing gate-keeping strategies of the various organizations and how these stories reflect in news selection.

2.9.1 Ownership theory

Shoemaker and Reese (1996), maintain that news content is determined in part by the ideologies of people who own and finance the media. They posit that the personal beliefs and

values of news media owners may be reflected not only in editorials and columns but also in news, features and opinions.

Answering to a question in the cosmopolitan magazine (July 1996) about the extent to which he influenced the editorial posture of his newspaper, the newspaper magnate, Rupert Murdoch responded: “considerably. The buck stops on my desk. My editors have input, but I make the final decisions”. Ultimately power in a media organization comes from the owners who by exercising their appointing authority of top executives, can hire and fire editors, columnists and reporters according to their stated political convictions.

Part of the owner’s authority is exercised in the subtle slants of coverage by employees who try to anticipate what he wants. The assumption therefore is that news contents is determined by the stated political belief of those who own and finance the media enterprise, the editors who try to anticipate what the owner wants and the columnists and reporters who impose self-censorship in order to please superiors.

Shoemaker and Reese (1996) argue that when a media firm is owned by a private institution or stockholders, economic objectives become more important with political or ideological objectives assuming less relevant roles. When the objective is to make profit, the media companies attempt to serve audiences and advertisers. It is expected that to enable a wider audience to be reached for marketing and subsequent profit, the practice of journalistic objectivity impinges on its credibility.

Considering that the media organizations have different ownership types, it is expected that their respective news content will be influenced both their owners and their sources of

funding (shoemaker and Reese, 1996.) TV3 is commercial and privately owned. Its main source of funding is through advertising and sponsorship while GTV on the other hand is publicly owned and funded principally through government subvention, television licenses, advertising and sponsorship.

It is therefore expected that GTV will be more inclined to frame its news reports in favour of government being its principal financier while TV3 on the other hand will be more inclined to gravitate towards private capital considering that its major objective is to make profit and to deliver audiences to its program sponsors.

2.9.2 Gate-keeping theory

Kurt Lewi (1947) was the first to use the term “gate-keeping theory” and he used it to describe a wife or mother as the person who decides which foods end up on the family’s dinner table.

After white (1950) research on the selection decisions of the telegraph-wire editor of a local newspaper, the term has been widely used to describe the process by which selections are made in the media work, especially decisions whether or not to admit a particular news story to pass through the ‘gate’ of news medium into the news channel.

Charles Okigbo throws light on the process of gate-keeping and its variants when he suggested that the gate-keeper can keep gate in three ways: limit information by selective

editing, increase the amount of information by expansive editing or reorganize the information through reinterpretation, (Okigbo, 1990).

The gate-keeper in communication therefore decides which information will be aired, and which will not. Media gate-keeping has shown that decision making is based on the principles of news values, organizational routines, input structure and common sense.

The very term gate-keeper suggests the idea of adapting to physical limits. That is, given the number of stories and the limited space; decisions must be made to funnel many news events down to a few (shoemaker and Reesel, 1996:47). News stories appear to be a stable perception on the part of news decision makers (at the individual and professional level) about what is likely to interest a news audience (Hetherington, 1985); a decision largely taken on the grounds of relevance and intrinsic interest, gate-keeping provides the extra opportunity to examine selection at the organizational structure level as well. The point therefore being that apart from their intrinsic content, some events are more likely depending on the source and available logistics for instance, to become news than others, because they lend themselves to the more formal procedures (routine) of gathering and processing by theoretical, gate-keeping will act as the first tiers of determinants in examining why news stories are selected both at the individual and organizational levels and by so doing, identify if there is a conscious and sustained effort on the part of the gate-keepers to offer more prominence to certain types of news on account of organizations ownership type.

2.9.3 Agenda –setting theory

Agenda setting describes a very powerful influence of the media – the ability to tell us what issues are important. As far back as 1922, the newspaper columnist Walter Lippman was concerned that the media had the power to present images to the public. McCombs and Shaw investigated presidential campaigns in 1968, 1972 and 1976. In the research done in 1968 they focused on two elements: awareness and information. Investigating the agenda-setting function of the mass media, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media messages used during the campaign. McCombs and Shaw concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign.

Core Assumptions and Statements:

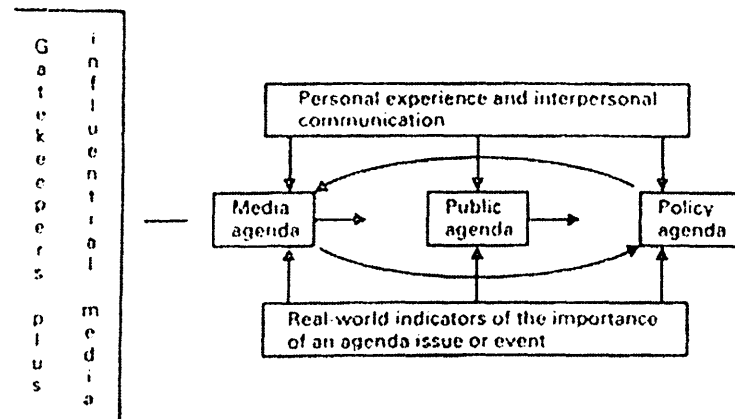
Core: Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Two basis assumptions underlie most research on agenda-setting:

- The press and the media do not reflect reality; they filter and shape it;
- Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

One of the most critical aspects in the concept of an agenda-setting role of mass communication is the time frame for this phenomenon. In addition, different media have different agenda-setting potential. Agenda-setting theory seems quite appropriate to help us understand the pervasive role of the media (for example on political communication systems).

Statement: Bernard Cohen (1963) stated: “The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.”

Conceptual Model



Agenda-setting

Source: McQuail & Windahl (1993)

Favorite Method

Content-analysis of media, interviews of audiences.

Scope and Application

Just as McCombs and Shaw expanded their focus, other researchers have extended investigations of agenda setting to issues including history, advertising, foreign, and medical news.

Example

McCombs and Shaw focused on the two elements: awareness and information. Investigating the agenda-setting function of the mass media in the 1968 presidential campaign, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of media messages used during the campaign. McCombs and Shaw concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

To aid as the objective of this research, it was relevant for a field work to be conducted. The study focused on the effect of “media ownership and content of news. Comparative study of news bulletins of private and state own stations.” (TV3network and GTV) as discussed earlier in the previous chapter (literature review). TV3network and GTV will stand as the main study area of our research. This chapter deals basically with the research design which is the quantitative aspect of the research, the sampling and its procedures employed by survey and content analysis, the study approach, method of data collection, methods of data analysis and the validity and reliability of the study.

3.2 Research design

The research employs a dynamic method which was used to analysis methods based on the data collected in the course of the research. The research focused on how ownership can be perceived on news contents from both stations and how news contents are presented to viewers. There are three main types of research design which can be used in analyzing data which are quantitative, qualitative and mixed method approach. The mixed method approach however is made up of the quantitative and qualitative features. For this study being investigated, the researcher focused on the quantitative aspect of research.

3.2.1 Quantitative research

Survey refers to asking questions to gather, examine and measure the opinions and frequencies of behaviors of given populations. It involves gathering of respondent's opinions regarding phenomena that cannot be observed directly. Survey research method was used for its ability to investigate problems in realistic settings rather than screening room under artificial environment.

To Wimmer and Dominick (2000), content analysis has become popular in the study of symbols and messages contained in the mass media over the past decades. They summarized 5 uses of content analysis as:

- Describing communication content;
- Testing assumption of message characteristics;
- Comparing media content to the 'real world';
- Assessing the image of particular groups of society; and
- Establishing a starting point for media effects.

Content analysis is broadly used to examine the characteristics of messages, how they have been placed and the prominence attached to them. Hence content analysis is also appropriate quantitative research method for this study because it involves examination of news content by TV3 networks and GTV news bulletins. The investigation of news through this systematic process gives insights into the prominence given by media owners and news content on other social issues and the attitude of these station owners.

Content analysis makes easy identification and examination of how news on political, business, sports, entertainments, and foreign news are presented by TV3networks and GTV news bulletins. It also makes it possible to measure the importance the television stations attached to news stories through its internal process.

3.3 Study approach

The choice of study approach for this findings is to give researcher insights not only "probe deeply and to analyse intensely"(Cohen and Manion, 1995; 106) but also, its enables the researcher to answer 'how' and 'why' that covers the relative conditions necessary for media ownership and content of news. Comparative study of news bulletins of private and state own stations (TV3network and GTV). The study depends on two sources of evidence; survey and content analysis. Quantitative approach was adopted, utilizing survey and content analysis.

The survey involves the execution of predetermined questions, which are drawn from the research objectives and research questions. Short version of which is presented at the Appendix. These analyses are used to derive meanings from the data collected on the field.

3.4 Sampling size and Sampling procedures.

Sampling approach of quantitative inquiry typically focuses in depth on relatively small sample rather than possible cases. The study takes into consideration by self-selection for participants that are made up of people who are easy to reach to participate on survey and systematic sampling for content analysis. Self-selection is types of non-probability sampling

and systematic sampling is types of probability sampling. Since this study will seek to know how viewers perceive ownership influence on content of news from TV3network and GTV. It was much convenient to use News room of TV3network station, news room of GTV and representatives of Ghana Institute of Journalism and Ghana press association Accra, Ghana. Who views TV3network and GTV prime news contents for the research to have a general view of ownership influence. Non-probability sampling method by self-selection sampling method was used to select fifty (50) viewers of TV3network and GTV3 stations. The choose of self-selection sampling helped the researcher to contact members of the population selected to find out whether they have desire to take part in the researcher research.

The sampling strategy for content analysis was systematic sampling. Based on this, a sample for the period of one month was drawn randomly out of thirty editions, using every other fourth day edition of news bulletins in a week for the period of one month. The area of analysis which concentrates on content analysis was based on news bulletins which covers seven (7) editions of TV3networks and GTV prime time news bulletins in the month of June for the following dates: 4th, 8th, 12th, 16th, 20th, 24th and 28th June2015. Each bulletin for each stations last for 60-65 minutes including advertisements and jingles.

Under this, seven days table was constructed for one month. Out of this, each day of the week (Monday to Sunday) was systematically selected. This yielded a sample size of seven days. This informed a decision for the study and a visit to TV3network and GTV was made where an explanation of the purpose of research findings was interacted. This was to seek assistance and supports from personnel to participate as a way of providing information which will be applicable to the study and to obtain news bulletins from both stations. This was achieved by

an agreement by Chief-executive officer of TV3network and news editor of GTV through recommendations letters from project supervisor and Ghana Institute of Journalism.

3.5 Method of data collection

The instrument to gather information from respondent is the questionnaire. The questions include both open ended questions and close ended questions.

Adefila (2008) emphasizes that the questionnaire is a special form of correspondence developed to procure authoritative information from a number of persons through the medium of well-directed questions. The questionnaire is a systematic series of questions prepared for distribution in order to get detailed information for the purpose of analysis.

Fifty (50) questionnaires were drawn from respondents from both genders. The questionnaire was specified into two categories. Section A and section B. Section A consists six (6) items questions. The section A consists of basic questions on the respondent demographic data like gender, age, marital status, religion, occupation and educational qualification. Also, section B consist fourteen (14) questions that were drawn from the research work which was limited to media ownership and content of news between GTV and TV3networks which was drawn from the area of interest of GTV and TV3networks stations. The questionnaire contains twenty questions to obtain information that was needed by the researcher.

For content analysis seven (7) news bulletins was collected both from GTV and TV3networks from June 4th, 8th, 12th, 16th, 20th, 24th and 28th June 2015.

The researcher considers using the data collected structure to be based on;

- How viewers can perceive ownership influences on news contents.
- What media ownership influences news in the Ghanaian context
- To know how news is influenced by TV3network and GTV.
- Remarks and implications of objectivity and credibility over news contents from both stations.
- Viewer's opinions about media ownership and content of news.
- Drawing recommendations from findings to both stations.

Concentrating on the objectives of the research, specific information needs to be collected appropriately to accomplish its aim. All these information from respondent gives the researcher confident findings to be provided with the suitable information needed to make findings authentic. Questionnaires were presented to respondent in order to freely provide the information and not strictly go by the listed procedurals of the questions. Some response brought certain information which was ideal to the research.

Information about survey was conducted and retrieved from 21st July till 28th July 2015. Content analyses were retrieved from TV3network library on 21st and 24th August 2015, and GTV news rooms on 4th, August, 2015.

3.6 Method of data analysis

The method of data presentation for survey was presented with detailed description which was followed by tables in a tabular form. The data used frequency of occurrence based on the

number of respondents. Tables were used with simple percentage to analyze the data collected. It was also used to illustrate the responses of the respondents.

For content analysis, a coding sheet was used for assessing the nature of news content and other news stories. The stories were compared in terms of coverage and influence of ownership over news contents. Once the categories are chosen and defined. They set out clear guidelines and definition for the coding practice. The data were analyzed using Microsoft Excel.

3.7 Validity and Reliability

The results and findings of the data were helpful if its information provided are valid and reliable and can be trusted. Validity must be accessed through the interpretation of the researcher's experience rather than in terms of reality which we never can experience directly(Christensen et al,2001:p.16).In a quantitative research, data collected could be deemed as reliable if the same answers are provided by different respondents who answers the same questions. The study conducted is valid and reliable because the respondents are personnel who are directly involved with the concept of the studied stations (TV3networks and GTV). The respondents' qualities are based on appropriate information provided and nothing contradictory to the researched questions.

Quantitative research which is valid shows how authentic the research is and defines its reliability of information. In this study, sourcing information on media ownership and content of news, Comparative study of state and private own stations (Tv3network and GTV) news

bulletins from both stations indicate how TV3 networks gives prominence to social, public and national issues, as expected of GTV as a state own station whose focus are on political, parliamentary and government activities, A state own stations as expected of GTV is to give prominence to social issues affecting the public. This therefore could be said to be a valid research. Findings and respondent response makes the research much reliable and credible due to respondents' vital position and experience in the stations.

CHAPTER FOUR

DATA ANALYSES AND INTERPRETATION

4.1 Introduction

This chapter presents the analyses of survey and content analysis of data gathered during the study as well as interpretations of findings. The survey results from table 4.2 indicating how fifty questionnaires was administered to TV3network and GTV news room and other professionals who attest to how ownership influence are perceived on news contents by the two stations. They were then sorted and analyzed. Also, table 4.3 presents content analysis of news bulletins obtained from TV3network and GTV from the periods of 4th, 8th, 12th, 16th, 20th, 24th and 28th June 2015. The research aims to investigate objectivity and credibility on news contents by the two stations and how on political, business, sports, arts and entertainments and foreign news are presented by both stations.

4.2 Demographic analysis

Demography analysis in this context represents the personal information about the respondents. Such information includes Gender, Age, Marital status, religion, occupation and educational qualification which are sorted and scrutinized to know respondents demographic.

4.2.1: Gender frequency

The distribution of responses by the respondents shows that 60% (30) of respondents were male while 40% (20) of the total respondents were female. This clearly indicates that there are more male viewers who watch GTV and TV3networks stations. The table below indicates respondents' gender for the study.

Table 4.2.1 Gender Responses

Gender	Frequency	Percentage frequency (%)
Male	30	60%
Female	20	40%
Total	50	100%

4.2.2: Responses by Age

As witnessed, the predominant age distributions of the respondents are below 40 and above 40 with their percentage as 76% (38) and 24% (12) respectively. The age bracket has the most productive segment for this population. They are therefore able to give a real assessment on media ownership and content of news. The age assessments indicate that the respondents are mature and can give a right assessment on media ownership and contents of news. The table below indicates respondents age findings.

Table 4.2.2 Age responses

Response	Frequency	Percentage frequency (%)
Below 40 years	38	76%
Above 40 years	12	24%
Total	50	100%

4.2.3: Respondents by Marital Status

The below table reveals that 25 of the respondents representing 50% of total number of the respondents were single. 25 of the respondents are married, which represents 50% while 0% is either widow or widower.

Table 4.2.3 Marital Status Responses

Marital status	Frequency	Percentage frequency (%)
Single	25	50%
Married	25	50%
Widow/widower	0	0%
Total	50	100%

4.2.4: Respondents response by Religion

Findings reveal that 90% (45) of the respondents are Christians. 8% (4) of the respondents are Muslim while 2% (1) is traditional worshiper. The table below gives figures plot:

Table 4.2.4 Religious responses

Religion	Frequency	Percentage frequency (%)
Christianity	45	90%
Islam	4	8%
Traditional	1	2%
Total	50	100%

4.2.5: Occupational distribution

The table discloses occupational details of the respondents as media practitioners responded to the questionnaire items more than professionals, lectures and students. Specifically, 44% (22) are broadcast journalist, followed by 6% (3) broadcast engineer and presenters, 20% (10) of respondents are professionals like Doctors, Health officers, Counselor and Accountant. 8% (4) represents Lecturers with 16% (8) representing students. This, however, helped the researcher in getting the detailed desired data for the study. Figures summaries are:

Table 4.2.5 Occupational Responses

Occupation	Frequency	Percentage frequency (%)
Broadcast journalist	22	44%
Presenter	3	6%
Broadcast engineer	3	6%
Professional	10	20%
Lecturer	4	8%
Students	8	16%
Total	50	100%

4.2.6: Educational Qualification responses

Further down table divulges that 10% (5) of the total number of respondent has diploma which is higher than Senior High School (SHS). Also, 74% (37) had BA/BSC/BBA from different professions. 16% (8) of the respondents had MA/MSc/MBA/M Phil. With these, the researcher was able to get reliable data for the study because all respondents are literates. The table elucidates findings:

Table 4.2.6 Educational Qualification Responses

Educational qualification	Frequency	Percentage frequency (%)
Diploma	5	10%
BSc/B.A/BBA	37	74%
M.A/M. SC/M. Phil/M. BA	8	16%
Total	50	100%

4.2.7: News watching frequency

As indicated beneath, 100% (50) of the respondents watches GTV and TV3 networks news. With their positive responses, the researcher could acquire detailed facts and data from respondents because the respondents regularly monitor both GTV and TV3 networks stations. Figures can be visualized from the table below.

Table 4.2.7 News Watching Responses

Responses	Frequency	Percentage frequency (%)
Yes	50	100%
No	0	0%
Total	50	100%

4.2.8: News watching preferred

News watching frequency from the findings indicates that, 66% (33) of the total respondents gave positive response that they watched both GTV and TV3 networks news every day. 24% (12) of the respondents indicated that they listen to news on occasional basis and Electricity Company of Ghana (ECG) determines if they would listen or not. While 10% (5) of the respondents claim to watch news twice in a week. The table below abstract findings:

Table 4.2.8 News Watching Preferred Responses

Responses	Frequency	Percentage frequency (%)
Everyday	33	66%
Twice in a week	5	10%
Once in a while	12	24%
Total	50	100%

4.2.9: News watching verdicts

The frequency distributions specifies that 52% (26) of the respondents have being monitoring news contents from the two stations less than ten years which indicates that respondents in this category are most probably below forty years. On the flip side, 48% (24) of the respondents have being monitoring the two stations more than ten years, which means respondents in this category are above forty years of age. The table below sum-up findings

Table 4.2.9 News watching verdicts Responses

Responses	Frequency	Percentage frequency (%)
Less than ten years	26	52%
Above ten years	24	48%
Total	50	100%

4.2.10: Television Stations preferred

52% (26) of the total number of respondents prefer GTV as a better medium of the two media houses considering information acquired and local contents that focus on the national interest, while 48% (24) of the respondents prefer TV3networks as their better medium of acquiring information, get educated and as well entertained. The table pictured figures findings.

Table 4.2.10 Television Stations preferred Responses

Responses	Frequency	Percentage frequency (%)
GTV	26	52%
TV3network	24	48%
Total	50	100%

4.2.11: Reasons to their Choice

The above table specifies that 30% (15) of the respondents prefer both stations because of their unadulterated news contents; 18% (9) of the respondents prefer TV3 networks base on appealing programmes like entertainments, documentary and soap-operas; 14% (7) also views that they chose the two stations because personnel's are professionals who are principled in their profession; 10% (5) of the respondents prefer both stations base on their graphics and platform designs in their studios; 18% (9) of the respondents prefer both stations because they are workers of both stations who needs to monitor both programmes and news contents broadcast to their viewers. 10% (5) opines that they prefer GTV for the following reasons: Accuracy, clear signal reception, national focus, promoting culture and diversity and so on. The table below gives figures plot:

Table 4.2.11 Reasons of Choice Responses

Responses	Frequency	Percentage frequency (%)
Unadulterated News contents	15	30%
Programmes appealing (soap-opera, documentary and entertainments)	9	18%
Professionalism	7	14%
Graphics and stage design	5	10%
Am a worker	9	18%

4.2.12: Challenges so far?

Obviously, majority of the respondents 64% (32) of the total respondents claimed that they had at one time or the other encounter challenges with the two stations GTV and TV3networks. This suggests that the population has been viewers of these stations for the past ten years, 36% (18) of GTV and TV3networks viewers express that they had no challenges so far about the stations. It therefore suggests that this population is vied with the two stations contents. Table findings on challenges so far:

Table 4.2.12 Challenges Responses

Responses	Frequency	Percentage frequency (%)
Yes	32	64%
No	18	36%
Total	50	100%

4.2.13: According to Challenges

It is evident that the table below reflects that 31.2% (10) of the respondents had at one time or the other viewed soap-operas or telenovela movies that portray diversity in (culture, language, dressing, norms, values etc.) and immorality on (religions and beliefs) which mean that viewers are not satisfy with these contents from TV3networks; as 25% (8) of the respondents opines that visuals and audio visuals from GTV are the major challenges encounter. Also, 15.6% (5) of the respondents criticized that GTV lacks innovative programmes that are appealing. In addition, 18.9% (6) of the respondents opine that TV3networks signals and

network is unavailable in their locality. Furthermore, 9.3% (3) of the respondents suggest their challenges as political influence, lack of power supply, uninteresting programmes and so on. Frequency percentage representation on figures on challenges so far.

Table 4.2.13 Challenges Responses

Responses	Frequency	Percentage frequency (%)
Immorality and diversity of culture	10	31.2%
Visuals and audio sounds (technical faults)	8	25%
Lack of innovative programmes	5	15.6%
Signals and network	6	18.9%
Other reasons	3	9.3%
Total	32	100%

4.2.14: Opinions on News influenced

According to findings, majority of the respondents 72% (36) of the sample size can perceive influence on news contents from the two stations through managerial decision making. While minority of the responses; 28% (14) of the respondents have no idea on how news are influenced on any news contents because both stations serves as the watch dog to the society, public interest (voice of the people is the voice of God) reality and facts are foreseeable.

Figure representation of findings below:

Table 4.2.14 Opinions on News Responses

Responses	Responses	Percentage frequency (%)
Yes	36	72%
No	14	28%
Total	50	100%

4.2.15: Frequency on news influenced

Deriving from 4.2.13 of data gathered shows that audience can perceive ownership influence on news contents and these elaborates how 41.7% (15) of the respondents opines that news items from GTV are easily influenced by politicians because GTV is a state own media where editors and reporters must propagate news contents that must suit dominant government and their administrators. Also, 27.8% (10) proffer that management of TV3networks decides decisions on news contents and reportage before broadcast to the public since it is a private media. In addition, 22.2% (8) hold that TV3networks especially its contents are influenced towards commercial and profit-making directions where contents are suits for profits motives. Furthermore, 8.3% (3) rate reporters to be unethical and biased in their reportage on news sourced from the public. The below table implies that respondents can perceive how contents are influenced by the two stations from their employers and other means.

Table 4.2.15 Frequency on news influenced Responses

Responses	Frequency	Percentage frequency (%)
Political influence	15	41.7%
Managerial influence	10	27.8%
Commercials (profits)	8	22.2%
Reporters	3	8.3%
Total	36	100%

4.2.16: Ownership influence over GTV and TV3 networks

As indicated below, the table edicts that 56% (28) of the respondents can perceive ownership influence over the two stations on their news and programme contents. However, 44% assessments disclosed that boards of both stations do not influence news or programmes in any ways because news contents are unbiased and credible source are sourced to acquire news beats for its audience's. Also, their wage earner aim toward their core vision (GTV: Your all-news channel) (TV3 networks: First in news, best in entertainments). The table elucidates findings.

Table 4.2.16 Frequency on news influenced Responses

Responses	Frequency	Percentage frequency (%)
Yes	28	56%
No	22	44%
Total	50	100%

4.2.17: Frequency of influences perceived

Results disclose that 64.2% (18) of the respondents can perceive GTV influences from ownership foci where by the governments dictate the tune, pitch of contents and what to be disseminated to the public, for these reasons reporters are biased and unethical to their professions. GTV needs to support any ruling government because the government dictates what to be aired. While 35.8% (10) believes TV3 networks action is perpetrated based on commercial and profit purpose as they will stop at nothing to attain profits and also satisfy political friends and families to earn more returns. Table summary of figures achieved:

Table 4.2.17 Frequency of influences perceived

Responses	Frequency	Percentage frequency (%)
Political	18	64.2%
Ownership	10	35.8%
Total	28	100%

4.2.18: Opinions on media ownership and news content

It is obvious that one of the challenges most media establishments encounter includes ownership influence. Alluding to 64% (32) of the respondents suggests that politicians and business men should not be granted licenses to operate or manage a media house because they engage in personal interest rather than public interests. Also, 18% (9) suggest that Journalist

should consider the pen not the sword (the pen is mightier than the sword) so, news worthiness should be their watch word. Furthermore, 10% (5) of the respondents suggest that management should allow editorial boards to determine news contents not the Chief Executives or sole-proprietor. 8% (4) of the respondents appeal that TV3networks should verify news before voicing to the public. The table below sum-up findings.

Table 4.2.18 Opinions on media ownership and news content

Responses	Frequency	Percentage frequency (%)
Business men and politicians should not own media	32	64%
News worthiness.	9	18%
No to managerial decisions.	5	10%
Verification of news sources	4	8%
Total	50	100%

4.2.19: Views on News Objectivity and Credibility

As expressed the table below which indicates that 80% (40) of the respondents appraise the motion of objectivity and credibility to both stations, but they strongly agreed that GTV is the best source to acquire information and most private stations prefer GTV to broadcast breaking news first. While 20% (10) opine that TV3networks lacks objectivity and credibility in most cases because their news are not accurate. Table below figures verdicts:

Table 4.2.19 Views on News Objectivity and Credibility

Responses	Frequency	Percentage frequency (%)
Yes	40	80%
No	10	20%
Total	50	100%

4.2.20: Remarks on Objectivity and Credibility

In the same vein, the table reveals that 44% (22) of the respondents appraise GTV to be credible and objective in news contents because mostly they do not assume but reveal the truth from credible source, they present truth and reality on credible source. While 36% (18) respondents oppose that TV3 networks is credibility and objectivity, because most times news contents disseminated on politics, business, arts and entertainments, sports are factual. Also, 20% (10) of the respondents suggest that both GTV and TV3 networks lack credibility and objectivity as their news contents lack fairness. Figures representing objectivity and credibility of both stations below:

Table 4.2.20 Remarks on Objectivity and Credibility

Responses	Frequency	Percentage frequency (%)
GTV	22	44%
TV3network	18	36%
Both stations	10	20%
Total	50	100%

4.3 Content Analyses

The tables below represent content analyses coding sheet of various news bulletins covered by the two stations GTV and TV3networks in the month of June 2015 on the following dates 4th,8th,12th,16th,20th,24th and 28th June. The tables provide analysis on political issues representing news items on government and its agencies, political parties, election, social issues and parliament. While business deals with corporate world and finances, while sports deals with all sporting activities, arts and entertainments deals with show biz and celebrity news. Finally foreign news is limited to stories beyond the boundaries of the country.

4.3.1: News bulletins 4th, June, 2015

Table 4.3.1 showed that news items covered by the two stations during the period of the study were dominated by social issues. This was closely followed by sports representing 31.6% and 21.8% of the total number of stories scheduled for news in GTV and TV3networks stations respectively. Coverage for Arts/entertainments and foreign news ranked equally while

business news did not feature in the news reported by GTV. In TV3networks station, Business news accounted for 17.3% of the news items, sports (21.8%), foreign (13.1%) while only 8.7% was allotted to Arts/Entertainment news. Table 4.3.1 and graphical representation of content analyses of various news bulletins covered by the two stations TV3networks and GTV on 4th of June 2015 is presented in Figure 4.3. 1.

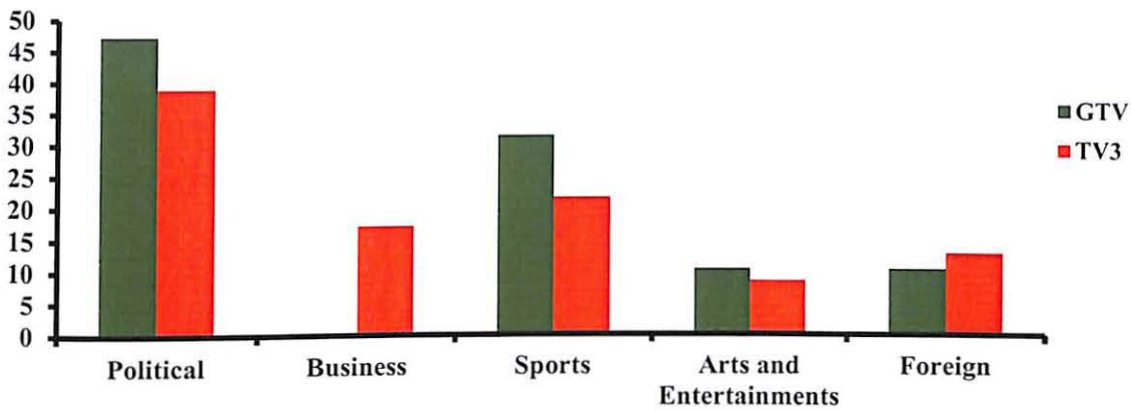
Table 4.2.21 News bulletins 4th, June, 2015

Newsbeats	GTV		TV3network	
	Frequency	Percentage frequency (%)	Frequency	Percentage frequency (%)
Political	9	47.4%	9	39.1%
Business	0	0%	4	17.3%
Sports	6	31.6%	5	21.8%
Arts and entertainments	2	10.5%	2	8.7%
Foreign	2	10.5%	3	13.1%
Total	19	100%	23	100%

Duration for the above news bulletins are GTV:60 minutes and TV3: 65minutes

Figure 4.3.1 graph illustration on content analysis of various news bulletins covered by the two stations GTV and TV3network for 4th June, 2015.

Figure 1



4.3.2: News bulletins 8th, June, 2015

The result of content analyses of various news bulletins covered by the two stations GTV and TV3networks on 8th June 2015 indicated that the significant proportion (41.7%) of the news segment was devoted to sports by GTV station while 47.9% of TV3networks news segment focused on politics. Other news segments accounted for varying proportion of the entire news bulletin in the sampled television stations. Table 4.3.2 further presents’ figures findings and Figure 4.3.2 present’s graphical illustration of the results.

Table 4.2.22 News bulletins 8th, June, 2015

Newsbeats	GTV		TV3network	
	Frequency	Percentage frequency (%)	Frequency	Percentage frequency (%)
Political	7	29.2%	11	47.9%
Business	3	12.5%	5	21.8%
Sports	10	41.7%	4	17.3%
Arts and entertainments	3	12.5%	1	4.3%
Foreign	1	4.1%	2	8.7%
Total	24	100%	23	100%

Duration for the above prime news: GTV: 60 minutes, TV3networks: 60 minutes.

Figure 2

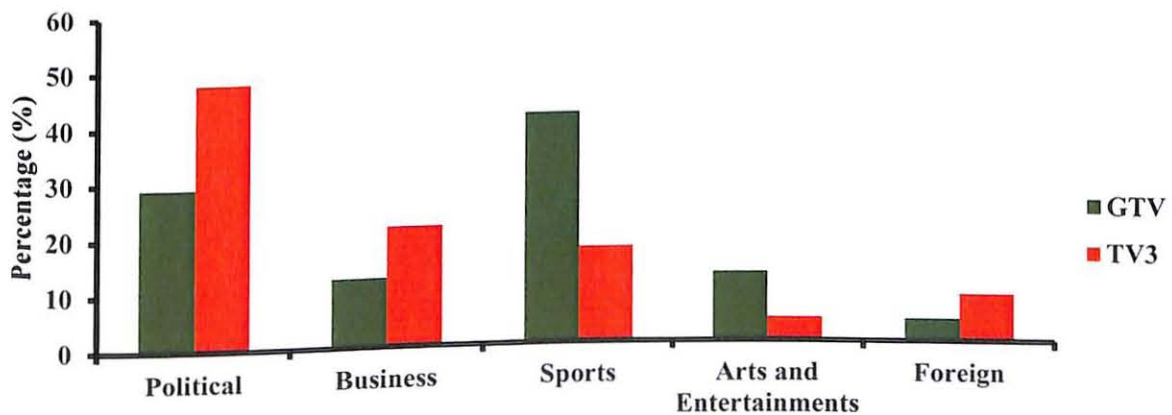


Figure 4.3.2: Graph showing content analyses of various news bulletins covered by the two stations GTV and TV3networks on 8th June 2015

4.3.3: News bulletins 12th, June, 2015

The results presented in Table 4.3.3 below and Figure 3 vividly showed that GTV allotted 24%, 20%, 16%, 28%% and 12% of their news contents on political, business, sports, Arts and Entertainment and foreign news respectively. In contrast, TV3networks apportioned 52.3% of its news segment to political while 19%, 23.9% and 4.8% of the news beats focused on business, sports, Arts and Entertainments respectively. Table 4.3.3 reviews Figure findings and graphical representation of the results is shown in Figure 4.3.3 below.

Table 4.2.23 News bulletins 12th, June, 2015

	GTV		TV3network	
Newsbeats	Frequency	Percentage frequency (%)	Frequency	Percentage frequency (%)
Political	6	24%	11	52.3%
Business	5	20%	4	19.0%
Sports	4	16%	5	23.9%
Arts and entertainments	3	12%	0	0.0%
Foreign	7	28%	1	4.8%
Total	25	100%	21	100%

Duration for prime news: GTV: 60 minutes, TV3networks: 59 minutes

Figure 3

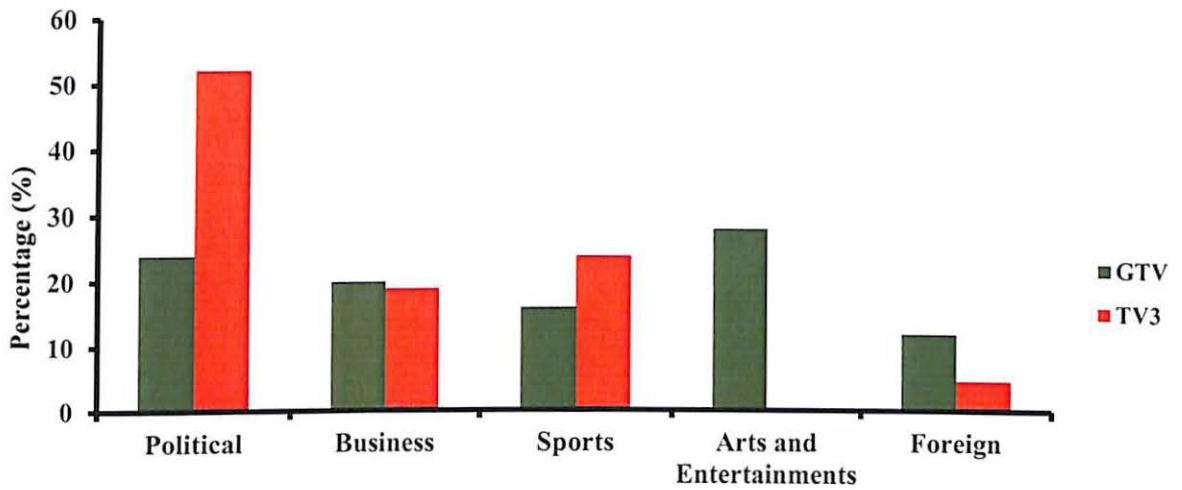


Figure 4.3.3: Graph showing content analyses of various news bulletins covered by the two stations GTV and TV3 networks on 12th June 2015

4.3.4: News bulletins 16th, June, 2015

Figure findings and graphical presentations shows one-third of newsbeats covered political by the two television stations (GTV=35%, TV3 networks=45%). Equal stories were allocated to business (15%) news by the two stations. GTV expended 15% reportage on foreign and Arts/Entertainments news while only 5% subjects were allocated to foreign and Arts/Entertainment by TV3 networks in each case.

Table 4.2.24 News bulletins 16th, June, 2015

Newsbeats	GTV		TV3network	
	Frequency	Percentage frequency (%)	Frequency	Percentage frequency (%)
Political	7	35%	9	45%
Business	3	15%	3	15%
Sports	4	20%	6	30%
Arts and entertainments	3	15%	1	5%
Foreign	3	15%	1	5%
Total	20	100%	20	100%

Duration for the prime news; GTV: 60 minutes TV3 networks: 60 minutes

Figure 4

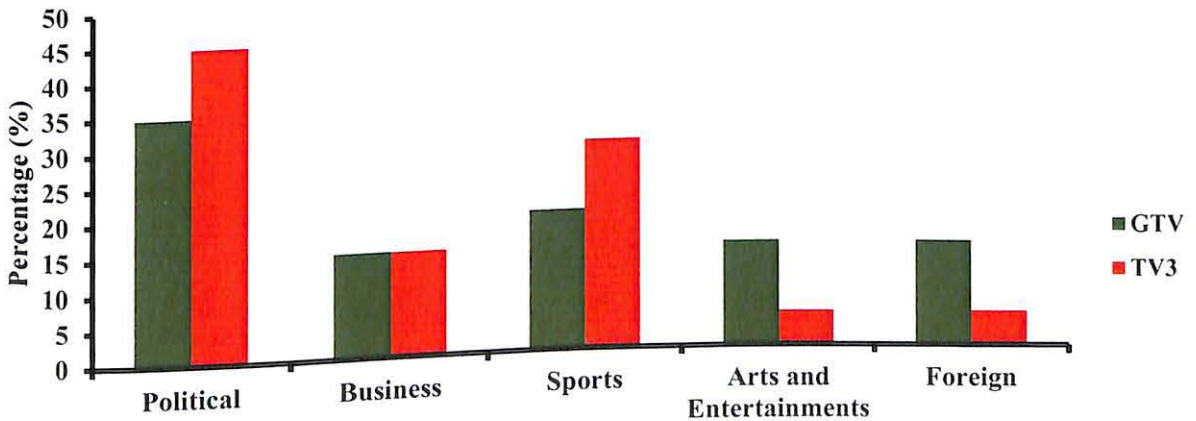


Figure4.3. 4: Graph showing content analyses of various news bulletins covered by the two stations GTV and TV3networks on 16th June 2015

4.3.5: News bulletins 20th, June 2015.

The result consistently revealed that largest percentage of the newsbeats was depleted on political by both stations. Less than 20% of news content covered business, sports, Arts and Entertainments, foreign news. The number of stories on various newsbeats ranged two to nine news items and 0-12 news items in GTV and TV3networks respectively. Figures and graphical illustrations are:

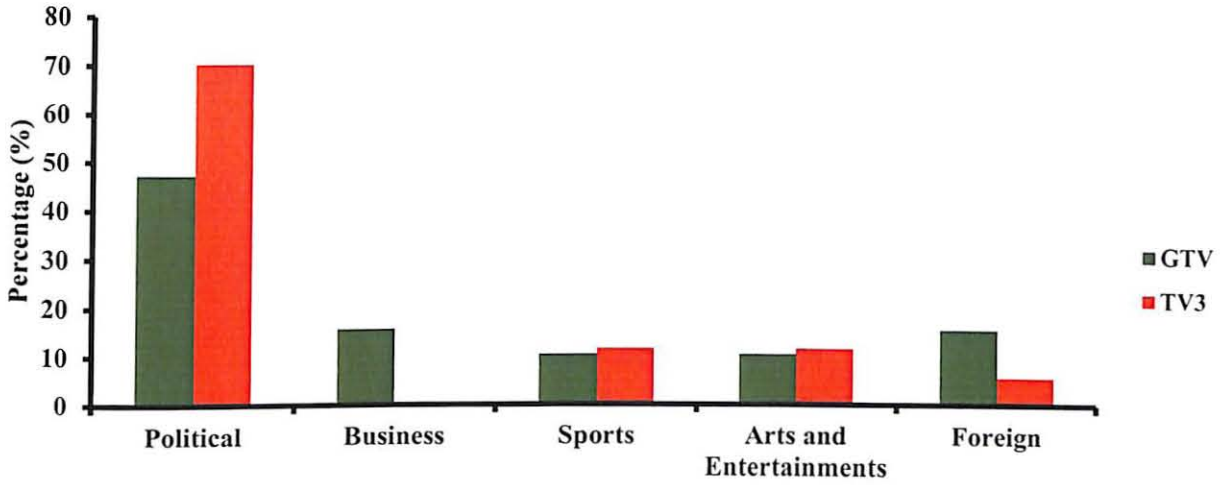
Table 4.2.25 News bulletins 20th, June 2015

Newsbeats	GTV		TV3network	
	Frequency	Percentage frequency (%)	Frequency	Percentage frequency (%)
Political	9	47.3%	12	70.5%
Business	3	15.8%	0	0.0%
Sports	2	10.6%	2	11.8%
Arts and entertainments	2	10.6%	2	11.8%
Foreign	3	15.7%	1	5.9%
Total	19	100%	17	100%

Duration for the prime news; GTV: 59 minutes, TV3networks: 58 minutes

Figure 4.5 Graph showing content analyses of various news bulletins covered by the two stations GTV and TV3 networks on 20th June 2015

Figure 5



4.3.6: News bulletins 24th, June, 2015.

Table 4.3.6 and Figure 6 showed that 45.4% and 52.3% of the news coverage concentrated on politics by GTV and TV3 networks respectively. 27.3% of news items reportage was focused on business news while 9.1% of the total newsbeats was expended on sports, Arts and Entertainments and foreign issues by GTV. Facts and diagrams findings interpretations are:

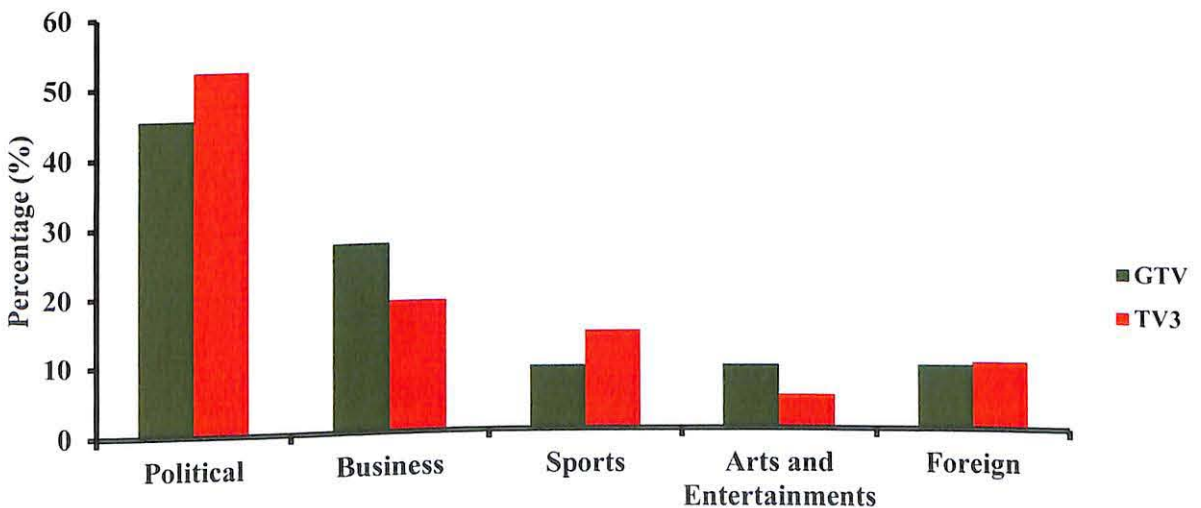
Table 4.2.26 News bulletins 24th, June, 2015.

Newsbeats	GTV		TV3network	
	Frequency	Percentage frequency (%)	Frequency	Percentage frequency (%)
Political	10	45.4%	11	52.3%
Business	6	27.3%	4	19.0%
Sports	2	9.1%	3	14.2%
Arts and entertainments	2	9.1%	1	4.8%
Foreign	2	9.1%	2	9.6%
Total	22	100%	20	100%

Duration for prime news: GTV: 65 minutes TV3networks: 60 minutes

Figure 4.6 Graph showing content analyses of various news bulletins covered by the two stations GTV and TV3networks on 24th June 2015

Figure 6



4.3.7: News beats 28th, June, 2015.

Data revealed that 44.4% of the news contents in GTV centered on political, 27.8% sports news, 16.7% Arts and Entertainments and 11.1% foreign news. Content analysis of news bulletins covered by TV3networks showed political stories (72.3%) dominated news contents, 16.7% sports news and 5.5% Arts/Entertainments and foreign news. Table 4.3.7 and Figure 4.3.7 further depicted graphical illustrations on content analysis of various bulletins covered by the two stations GTV and TV3networks on 28th, June 2015.

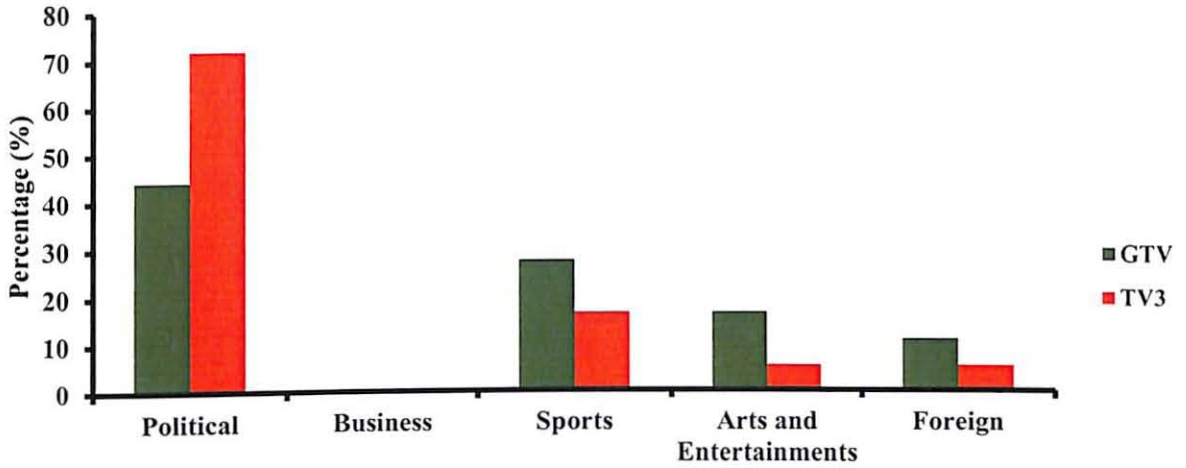
Table 4.2.27 News beats 28th, June, 2015

Newsbeats	GTV		TV3network	
	Frequency	Percentage frequency (%)	Frequency	Percentage Frequency (%)
Political	8	44.4%	13	72.3%
Business	0	0.0%	0	0.0%
Sports	5	27.8%	3	16.7%
Arts and entertainments	3	19.7%	1	5.5%
Foreign	2	11.1%	1	5.5%
Total	18	100%	18	100%

Duration for prime news: GTV: 60 minutes TV3: 60 minutes

Figure 4.7 Graph showing content analyses of various news bulletins covered by the two stations GTV and TV3 on 28th June 2015

Figure 7



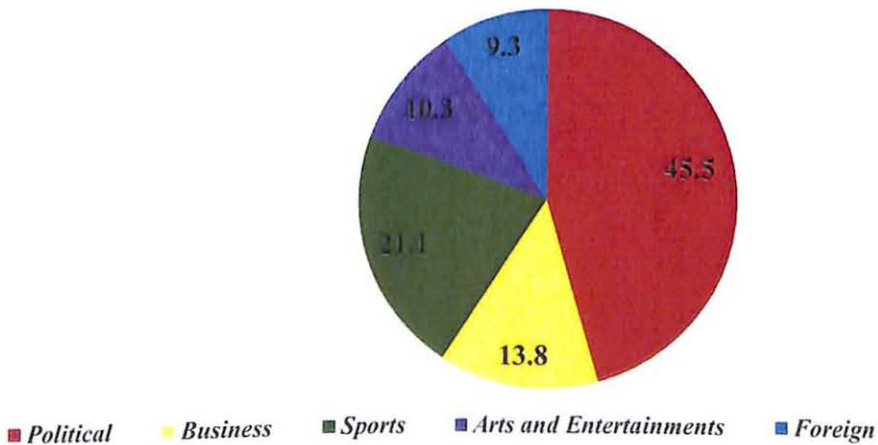
4.3.8: Cumulative news items sampled for GTV and TV3 networks.

A cursory look at the trend of news items covered by the two stations during the period of the study shows that political beats representing news items on government and its agencies, national interest, election, social interest and parliaments dominated the news bulletins. With sports, business, arts and entertainments and foreign news following directly. All these news segments were headlined in the broadcast.

Table 4.2.28 Cumulative news items sampled for GTV and TV3 networks

Newsbeats	GTV	TV3network	Total frequency	Percentage frequency (%)
Political	56	76	132	45.5%
Business	20	20	30	13.8%
Sports	33	28	61	21.1%
Arts and entertainments	22	10	22	10.3%
Foreign	16	11	26	9.3%
Total percentage frequency (%)				100%

Figure 4.8 Graph showing cumulative news bulletins covered by the two stations GTV and TV3 on 4th, 8th, 12th, 16th, 20th, 24th and 28th June 2015



News stories

Stories were critically examined and positioned under the appropriate categories base on units of analysis. Textual characteristics of various news items were examined and align according to their subject matters.

Sources

Political, business, sports and entertainments news are sourced by reporters of the stations. Though, sports and entertainments coverage involves both local (Ghanaian context) and global celebrities stories which are sourced from credible source. Attributes are made to personality in news items.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This part of my findings centers on the discussion of findings from the previous chapter through results derived from respondents on media ownership and content of news comparative study of news bulletins in both private and state own stations (TV3network and GTV). Likewise, equitable conclusions from data gathered in the previous chapters were drawn and did provide premises on which helpful recommendations for both GTV and TV3 media houses were made.

5.2 Discussion

Generally, a careful examination of the coding schedule in table 4.2.28, representing the cumulative percentage table of all newsbeats covered by the two stations pegs at 45.5% political stories representing items on government and its agencies, political parties, elections, human interest and parliaments, while 21.1% news contents focused on sports stories, 13.8% was loyal to business and finances stories, 10.3% accounted for arts and entertainments , with 9.3% news items focused on foreign and international stories.

The accounts of news bulletins from both television stations indicate that both stations are sensitive to viewers needs with high preference to ethics in journalism to present news not

limiting its contents to a particular newsbeats but sourcing news from other media perspective like: politics, arts and entertainments, business and finance, sports, foreign, health, social and human interest and so on.

Drawing opinions from table 4.2.28, which indicate how TV3 had more focus on national and public interest than the state own station GTV, these explain how and why ownership and agenda setting influence news coverage and its contents by both television station. Observation on news bulletin gathered from both television stations reveals that GTV focuses its attention on political and parliamentarian's issues and less focus on social and human interest. Correspondingly, evidence and support from table 4.2.16 stipulate how GTV is truly influenced by ownership "political powers". In view with Den Agbese, editor-in-chief of news watch magazine, contends that:

"No media no matter how independent it may claim to be, can escape in serving certain vested interest, either knowingly or unknowingly. These interests may be commercial, political, communal, tribal or even religious. The result is that the gathering and dissemination of news is secondary to ascertain other interest ".(Agbese, 1996)

In the course of investigation, health, crime and religious newsbeats has less coverage. This is because there are low occurrences of news items to be compiled and sourced for by reporters of both television stations. News duration for prime time sticks to fifty minutes which is commendable for both stations. Furthermore coding sheets table 4.2.28 for 28th, June, 2015 reveals that business news from both GTV and TV3network were not transmitted. Also, 20th,

June, 2015 features all news items except business, for GTV all news items were covered except on Sundays when business news are not broadcast, while TV3 business news were covered on Mondays to Fridays weekly.

5.3 Conclusion

The study is essentially an exploration of media ownership and content of news. Comparative study of state and private own stations which is indispensable in the Ghanaian media context. Its focus was in practical reference to GTV and TV3.

Table 4.2.17, evaluates that both stations do not live up to their social responsibility of being the watch dog over the led. They basically blow the trumpets of the prospectors at the detriment of public right to know. News content is influenced for commercial and political objectives.

TV3, as presented by the study gives more time to political contents that focus on national interest, social interest and public interest. At the same time, GTV a government owned station plays up the activities of the government more often than performing societal responsibilities and developing roles expected as an independent country like Ghana.

Drawing conclusion from Table 4.2.28, GTV as a state own station had less focus and coverage on national interest, social interest and public interest; To support findings Uche (1983) asserts that “government-owned media do not expose certain malpractices in high governmental establishments if a government-paid civil servant or public office holder is

involved". This drives that issues on national interest, social interest and public interest; are mostly not covered. While TV3 a private station had more focus which coverage is not limited to political, parliamentary, election and other political activities, but more references are attributed to national interests, social interest and public interest than GTV. However, a critical look at aggregate coding schedule reveals that both stations had prominence to business reportage that deals with corporate world and finance of Ghana. The coding schedule reviews that GTV and TV3 covered good figures on sports, arts and entertainments and foreign newsbeats. This in turn indicates that both television stations lived up to their statutory delegated roles to mirror events in the country.

To conclude, both stations exhibits high role of efficiency in the field of journalism not limiting its focus on political news coverage but extending its coverage on issues affecting their viewers, consequently from business, sports, arts and entertainments and foreign news contents.

5.4 Recommendations

- Media practitioners from editors to reporters should ensure that the interests of the owners are not often taking high precedence in their news coverage and reportage. Christians Rotzoll, and Fackler (1997) identify five ethical duties mass media employees at all levels of management and non-management should impersonate. They are:
 - ❖ Duty to self: for example deadlines and styles
 - ❖ Duty to audience: for example interest group, advertisers and other media

- ❖ Duty to employers or organization: for example ownership, market);
 - ❖ Duty to professional colleagues; and
 - ❖ Duty to society: example news paradigms, cultural practices, political elites.
- Politicians and top business owners should not be granted permission to own a media station. These categories of people utilize the media for personal interest and profit motives forgetting to drive towards objectivity and credibility on contents.
 - Government should without further delay implement the well-crafted provision for community radio, community newspaper and other local media. This has become imperative considering the failure of both private and government-owned broadcast. Categories of these stations are not adequately serving the public interest to become accountable people to their viewers.
 - National Media Commission (N.M.C) and other monitoring agencies need to increase their monitoring efforts and evaluations on broadcast stations both to private and state own stations.
 - Civil society groups should intensify more efforts in organizing media literacy symposium for the mass media audiences. This might increase awareness and knowledge about patterns of media reportage, most importantly to know more about uses and gratification strategy (serving the owners and advertisers) of the media at the expense of the public right to know.
 - In contemporary thinking, news is about real life, real people, real events, real places or real issues in a real world reported in real time using any available means of communication. Government at all level should encourage free flow of information by implementing freedom of information act and as well grant more autonomy to

National Media Commission (N.M.C) in the area of broadcast regulation and monitoring.

- As cited by Rich (2007:74), news is what is important because of its impact on society; it is what people need to know and what they want to know. News contents from both stations should be objective not subjective, so as promote public interest not ownership influence or employees interest.
- Media practitioners should consider the pen not sword in news reportage. Reporters should stop considering brown envelopes but attention should be impulse towards ethics governing journalism.
- TV3 should be promoting diversity and culture. Soap-opera and telenovela movies should promote Ghanaian life style in dressing, culture, norms and beliefs so that viewers can get along with the distinctive Ghanaians culture.
- By and large, media practitioners and ownership of the mass media aims towards will the story sells? The media outlets are prepared to give stories that will aid sales and commercial imperative to Ghanaian audience which is becoming well-versed in their audience mindsets. Audiences now have open-minded doubts; some people apprehend this tendency that news stories are fine-tuned to satisfy their desires of commercials and ownership. The researcher is of the view that, if the above recommendation are implemented both private and government media will be more objective in their reporting. This will enhance a trusting and good relationship between the media and the audience, political parties and other stake holders.

5.4.1 Suggestion for further studies

Further academic research can take the current study beyond its present destination. An exploratory study can be conducted, exploring more aspect of the research area through other research methods such as focus-group discussion and in-depth interview.

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APPENDIX A

Questionnaire

MA. Media Management

Ghana Institute of Journalism,

School of Graduate Studies and Research (SoGSaR) Accra, Ghana.

Dear Respondent,

Kindly answer the following questions as honestly as possible.

These questions are designed to assist the researcher to investigate on Media ownership and content of news. Comparative study of news bulletins of private and state own stations (GTV and Tv3). This researcher is a student of Ghana Institute of Journalism, Accra, Ghana.

SECTION A

1. Gender: Male () Female ()
2. Age: Below 40 () 40 and above ()
3. Marital Status: Single () Married () widow or widower ()
4. Religion: Christianity () Islamic () Traditional ()
5. Occupation: _____
6. Educational qualification: A level () Diploma () B.BA/B. SC/B. A ()
M.A /M.SC /M.Phil. ()

SECTION B

1. Do you watch to GTV and TV3 news? Yes () No ()

2. How often do you listen to GTV and TV3 news on Television? Every day () two days in a week () once in a week () once in a while () specify

3. How long have you being monitoring both stations? _____

4. Which of the two stations do you prefer? GTV () TV3 ()

5. What are the reasons for your choice?

6. Do you recognize any challenge so far from the two stations, GTV and TV3? Yes ()
No ()

7. State your challenges so far

8. Do you think the news content by these two stations is influenced in any way? Yes ()
No ()

9. In your opinions how do you think these content are influenced?

10. Do you perceive ownership influence over the two stations? Yes () No ()

11. How do you perceive ownership influence?

12. What is your personal opinion about Media ownership and content of news?

13 Do the stations have objectivity and credibility over news contents? Yes () No ()

14. How do you remark objectivity and credibility over news contents from the two stations?

APPENDIX B

HEADLINES OF NEWSBEATS FROM GTV AND TV3NETWORKS.

4th, June, 2015. (Thursday)

Classes of national focus headlines

GTV	TV3network
Circle fire president John.	Goil Filling station blast.
President Mahama on disaster response.	Mahama visit hospitals
Mahama holds emergency meeting.	Flooded regions.
Filling station blast.	Petroleum minister calls for tighter safety.
Speaker Adjaho at circle.	Safety at fuel service stations, great Accra.
Mayor on floods.	Public safety.
Flooded areas.	June 3 disaster support fund.
Flooded lagoon and houses (house of assembly)	June 3 disaster victims get support, Accra.
President inspects hospitals.	University of environment and sustainable development.

Classes of business headlines.

GTV	TV3NETWORK
Trade counting there loss.	Power minister visits.
Launch of GJA BUSAC project.	MTN yellow care campaign, great Accra.
Power minister at power station.	Vodafone launches 'farmers' club, Accra.
Umbrella business.	Isser supports deregulation
Interbank.	
Commodity.	

Classes of sport headlines.

GTV	TV3network
	Dzamefe world cup cession report.
	Black stars donate to flood and fire victims.
	Under 20.
	Xavi 6.
	Mourinho keep to help.

Classes of arts and entertainments headlines.

GTV	TV3network
Celebrities support June 3.	Edems wins best international Act, Africa.
International Arts, Edems wins.	Hans Ado sarpei wins "lets dance" 2015.

Classes of foreign headlines.

GTV	TV3network
Burundi presidential election postponed.	Fighting book haram.
Moris to stand trial again.	Nigeria fighting terrorism.
	Burundi political crisis.

8TH, JUNE, 2015. (MONDAY)

Classes of national focus headlines

GTV	TV3network
National mourning begins.	National mourning at Flagstar's house.
Garage owners cry	Ministry of defense catches fire.
Minister of environment and EPA inspect	Mother tongue as mode of instruction.
Filling stations.	Minister environment visit filling stations.
After effect of explosion.	Court suits against GMO.
Fire at defense ministry.	Aftermath of June 3 disasters.
President attend Alhaji Sofo funeral.	Alleged fraudster arrested in Accra.
Parliament sits.	Any lesson from June 3 disasters?
	Impact of Sunday rains, Alajor, Accra.
	Vodafone free medical screening, GLEFE.

Classes of business headlines.

GTV	TV3network
Veep at world economic forum.	Deregulation postponed.
Liberalization of price.	Petroleum sector deregulation.
Ghana gas continues to flare gas.	Bui hydro power station.
	Ghana commodity exchange.
	LG Gencool inverter ac launched.

Classes of sports headlines.

GTV	TV3network
AFCON 2017 contestant.	AFCON 2017 qualifier.
GHC 10,000 prize money for winners of Millo.	Under 20 world cup.
Azar and final trade record victory.	Captain.
Norway beat Thailand.	Nigeria women's world cup.
Road baton relay launched.	
Beach soccer awareness campaign.	
Storms academy PIP liberty professionals.	
Warner expose to FIFA.	
Nigeria beats Korea DPR 4-0	
FIJI beats Honduras 0-3	

Classes of arts and entertainments headlines.

GTV	TV3network
Time with Amarina.	VVIP sanitation project.
British net 13% global music.	
Wienco weather.	

Classes of foreign headlines.

GTV	TV3network
Nigeria military moves headquarters to Maiduguri.	ICC on south Africa.
	ICC criticizes S/A over Sudan president.

12TH, JUNE, 2015 (FRIDAY)

Classes of national focus headlines.

GTV	TV3network
President Mahama cancels.	Anti-Ebola vaccine controversy.
National disaster management organization (MADMO) needs help.	Cholera treatments, Adabraka poly clinic.
NPP at polls.	Improving water and sanitation management.
President meets ports builders.	National blood bank, great Accra.
President inspects dredging of drains.	Mobile donor clinic Truck.
President Mahama inspects desalting of Korle Lagoon.	Vakpo-Kpando road project.
	NPP parliament primaries.
	DNA analysis of June 3 tragedy victims.
	June 3 tragedy victims to get leap.
	TV3 June 3 support fund
	Aftermath of June 3 tragedy.

Classes of business headlines.

GTV	TV3network
National petroleum authority insurance of new construction permits for filling stations.	Tax waiver for local book industry
The first of the GBC big money promo.	Ghana ports and harbors authority.
Stoppage of salaries of employee without social security numbers on the mechanized payroll system.	Petroleum sector deregulation.
Commodity	Coco-cola celebrates 100 years of its Iconic contour bottles.
Interbank.	

Classes of sport headlines.

GTV	TV3network
GAA holds akatsi circuit championship.	GFA on Dzamefe cession.
Thailand downs cote D'Ivoire.	Avram grant.
China beats Netherlands.	Ghana Mauritius Accra sport stadium.
Norway draws with German.	AFCON 2017 qualifier.
	German and Norway draws.

Classes of arts and entertainments headlines.

GTV	TV3network
Music sampling.	
TIT BITS.	
TIT BITS.	

Classes of foreign headlines.

GTV	TV3network
650,955 Dollars invested in improving water and sanitation	UN and AU report on Africa's economics.
Three perish in north.	
Millions of children hard at work.	
Orders international charity to leave.	
Who sees no need for travel curbs over mars outbreak.	
PM abbot dodges migrant boat payment allegations.	
Phasing out inflation battered local industry.	

16TH, JUNE, 2015 (TUESDAY)

Classes of national focus headlines

GTV	TV3network
Education minister meets the press.	Safety standards at fuel service stations.
MOGCSP commemorate the day of African children.	Demotion of building in water ways.
BPA moves to control finishing bill reservoir to protect water body.	Press meeting with education minister.
Two bridges rehabilitated.	Aftermath of June 3 tragedy, great Accra.
Road construction progresses	June 3 disasters victims get support great Accra.
New executive pay courtesy call on GBC.	June 3 inferno investigation, great Accra.
Parliament sits.	Relief items distribution, Great Accra.
	Talensi seat declared vacant. (M.P)
	Flood prevention.

Classes of business headlines.

GTV	TV3network
First day of oil market deregulation sees fuel increase.	Floods displace farmers.
Eco bank and master card sign MOU	Cocoa production in Ghana.
Ghana- vietnam business forum.	Premium for 3 rd party motor insurance.

Classes of sports headlines.

GTV	TV3network
Ghana to bid 2019 all African games.	Andre Ayew set to pen signature for EPL.
G.O.C president on all African games.	AFCON 2017 qualifiers.
Norway beat Cote D'ivoire seals second spot.	FIFA u-20 world cup, New Zealand.
China pre-new Zealand draw.	U-20 world cup round of 16.
	Real Madrids Sam Khedira will join ventures on July 1.
	Barcelona coach Luirs Enrique extends contrat to 2017.

Classes of arts and entertainment headlines.

GTV	TV3network
DZIFA gomashile unveils sankofa.	Up-close with George Williams.
Mzvee nominated for best award.	
TIT Bits.	

Classes of foreign headlines.

GTV	TV3network
Nuclear Arsenal boost.	Burundi political crisis.
First lady elected president of OAFLA.	
Political crisis in Burudi.	

20TH, JUNE, 2015. (SATURDAY)

Classes of national focus headlines

GTV	TV3network
President cut sod for new town roads.	Demolition exercise-Sodom and Gomorra.
Old Fadama demolition.	June 3 disaster victims.
The rebuilding process.	TV3 June 3 disaster support fund.
	June 3 flood disaster aftermath.
Ministry of power holds public consultation on compact two of the millennium challenges compact.	Car guts fire, Accra, Tema motor way.
Students of Odoben senior high school sleeps in class room.	Kumasi Rattray park opened.
Public workers on sowutum road.	Diversion of cocoa in puts from farmers.
Gender and ICT project launch.	Everyday people.
Ministry of fisheries donates to school	Father's day tomorrow.

feeding program.	
GBC trains 33 in radio and television technology.	Health care west Gonja N/R..
	Mampong school for the deaf lacks portable, academic affected.

Classes of business headlines

GTV	TV3network
Promoting standards in agric.	
Government expecting 300 million dollars donor support this year.	
MTN yellow care in Accra training college, ATRACO Kponkpor among the youth.	

Classes of sports headlines

GTV	TV3network
Mali wins Bronze.	Boxing.
Ghana celebrate world cup Olympic day	Duke Macah to test world title.

Classes of arts and entertainments headlines.

GTV	TV3network
Akan Drama (OBRA).	The gown must go art exhibition.
Fashion in vogue.	Reggie rockstone cleans up Osu.

Classes of foreign headlines

GTV	TV3network
Grenade attacks hurt 11 police.	Poor pay
Obama condemns blight of racism.	
Bokoharm attacks.	

24TH, JUNE, 2015. (WEDNESDAY)

Classes of national focus headlines

GTV	TV3network
Parliament's paits	5 million cedis for old fadama residence.
Nonresidential accommodation.	Erratic power supply.
GBC DG lecture.	Petroleum revenue management, amendment bill.
2015 African public service day celebrated.	Curbing cocoa smuggling.
Farmers educated on new methods of coca production.	The state of education in Ghana.
University of mines basic school under attack	Old Achimotan forum on education.

by alamsey operations.	
Three AMB farewells.	GMA boycotts signing of agreement.
Flooding in Kumasi.	Old fadama displaced residents, Accra.
President Mahama inaugurates polytechnics.	Aftermath June 3 fire and flood disaster.
2015 African public service day celebrated	Entrepreneurial skills development.
	AUCC honors prof. Kwabena Nketia.

Classes of business headlines.

GTV	TV3network
World investment report.	Ghana set to revamp sugar industry.
Hallmark oil launches chevron.	Bank switches judgment debt payment.
Interbank.	Enterprises insurance equips police service.
Commodities'.	Accra brewery voltic launch beta malt.
Midland savings and loans while cane for all project.	
Ghana set to revamp sugar industry.	

Classes of sports headlines.

GTV	TV3network
Special tournament for Appiah.	Stephen Appiah testimonial match.
President mahama praises Appiah.	Mahama acclaims appaiah.
	AFCON 2017.

Classes of arts and entertainments headlines.

GTV	TV3network
Interview with Grey.	GMB enters season 1.
TIT BITS	

Classes of foreign headlines

GTV	TV3network
Ebola crisis has set back malaria flight.	Greek- debt crisis
US to help search stolen money.	USA- Baton marathon bomber.

28TH, JUNE 2015. (SUNDAY)

Classes of political headlines

GTV	TV3network
People of Sodom and Gomorrah return home.	Akosombo dam water level drops.
Project to improve state prisons.	Reviving T3 power plant, Aboadze .
Water level drops at Akosombo.	National fasting and prayer day on July 1 st blues.
Deputy minister of petroleum tours fuel stations.	Aftermath of TV3 report on Kpone roads.
BECE re-sit begins tomorrow.	Aftermath of TV3 report on Kpone roads.
Flooding displaced hundreds.	Improving water supply.

Ghana examines bank reports.	New senior high school, Adenta.
Ghana examines bank reports.	15 th GIMPA congregation.
	Tema residents threaten court action.
	Dev. projects west Ganja.
	Crime rate down, Boatsona.
	Caring for survivors of fallen heroes.

Classes of sport headlines

GTV	TV3network
Immigration shares spoils with lady stickers.	Celebrating a legend.
Standing national women's league.	Swansea returns for pre-season.
Paraguay beats brazil.	Copa America 2015.
Stars beat Togo.	
Ghana celebrate worlds Olympic day.	

Classes of arts and entertainments headlines

GTV	TV3network
Stone boy wins bet award.	Stone boy wins 2015 bet award.
Eulogy to the late prof. Awoonor.	
TIT BITS	

Classes of foreign headlines.

GTV	TV3network
GMA ultimatum.	Political violence, burund.
Texas defends a woman's right to take her placenta home.	