

GHANA INSTITUTE OF JOURNALISM

**PROJECTING AND MAINTAINING THE CORPORATE IMAGE OF GHANA
TELEVISION (GTV) AS “THE PULSE OF THE NATION” IN THE MIDST OF THE
PROLIFERATION OF TV IN GHANA.**

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AWARD OF MASTER OF ARTS DEGREE.

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DECLARATION

I certify that this research is my own original work taken by me under the supervision of

Mr. Abraham Nii Adoteye Saka. Where references from other writers are made full acknowledgement have been given. I wish to state that all omissions and shortfalls in this work are entirely mine.

I do declare that this dissertation has not been presented in whole in part to any other institution for the award of a degree.

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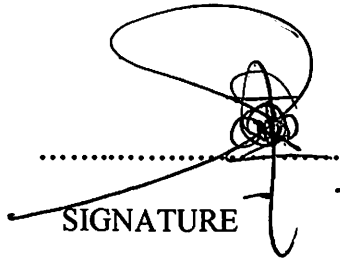
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SUPERVISOR'S DECLARATION

I hereby declare that the presentation of this dissertation supervised by me is in accordance with the guidelines on supervision of dissertation laid down by the School of Graduate Studies and Research, Ghana Institute of Journalism.

MR. ABRAHAM NII ADOTEYE SAKA.

(SUPERVISOR)


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DEDICATION

Dedicated to my children, Aseda, Ayeyi and Nhyira for their inspiration, to my wife Rita for her support and to my mother Constance for all the sacrifices she has made for me.

ACKNOWLEDGEMENT

My profound thanksgiving goes to God Almighty, for the gift of life, abundant mercies and strength he has given me and how far he has brought me.

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ACRONYMS

GBC.....Ghana Broadcasting Corporation

GTVGhana Television

NCA..... National Communications Authority

NMC..... National Media Commission

ICT..... Information Communication Technology

ABSTRACT

Television in Ghana has developed rapidly over the past couple of decades transforming from a monopoly by the Ghana Broadcasting Corporation to an open market of tens of TV channels. By the end of the third quarter of 2017 the National Communications Authority report stated that about 117 Television broadcast stations have been given license authorizations by the NBA. About 51 out of them were on air at the end of June 2017 including analogue, digital terrestrial, satellite and Digital Cable networks. The television service of the Ghana Broadcasting Corporation, GTV has in recent times endured stiff competition from private TV stations that seem to also compete with GTV in the delivery of public information, civic education, public entertainment and most core functions that necessitated the establishment of GTV as a public broadcaster. To live up to the slogan of “ The Pulse of the Nation” GTV certainly has to keep a good corporate image and win the hearts of viewers.

Viewership for GTV has gone down partly as a result of defective programming, content and quality of service delivery, all contributing a lowering of corporate image and reputation of GTV. This definitely has a negative effect on the business and financial performance, reputation and performance of its brands, innovations, staff moral and market share. What this study will seek to find out is how to maintain the image of GTV in serving as the Television mouth piece of Ghana.

The study was guided by the research objective of examining the causes of the ditching image of GTV, how this is affecting the performance of the corporation and make recommendations on how GTV can improve and maintain a positive corporate image. Both qualitative and quantitative research designs were used in the study. To achieve the purpose of the study, a total sample of one

hundred respondents were sampled. From the findings, the study conclude that GTV has lost popularity with viewers to some of the new channels because of lack of consistent quality content and programming. Respondents also observed that GTV lacked modern technology in audio visual production and this is hampering creativity and innovation in programme delivery. However these were to be complimented with technical expertise and effective brand management.

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Background to the Study

Every organization try to keep its image and most importantly, make efforts to propel it and in the field of media, this is not different. Every media house tries to make his outlet the number one and to always increase its viewership. A corporate image is, of course, the sum total of impressions left on the company's many publics. In many instances a brief, casual act by an employee can either lift or damage the corporate image in the eyes of a single customer or caller on the phone. According to (Biney, Mensah, & Boachie-Yaidom, 2013) overall image is a composite of many thousands of impressions and facts. The major elements are 1) the core business and financial performance of the company, 2) the reputation and performance of its brands ("brand equity"), 3) its reputation for innovation or technological prowess, usually based on concrete events, 4) its policies toward its salaried employees and workers, 5) its external relations with customers, stockholders, and the community, and 6) the perceived trends in the markets in which it operates as seen by the public.

According to Kiriago (2013) in the process of managing corporate image, the fundamental variables are: corporate identity, corporate communication, corporate image, and feedback. Corporate identity is the reality of the corporation—the unique, individual personality of the company that differentiates it from other companies. Corporate communication is the aggregate of sources, messages, and media by which the corporation conveys its uniqueness or brand to its various audiences.

The legislation that basically set up Ghana Broadcasting Corporation as a state Corporation is the National Liberation Council Decree 226 (NLCD 266) of 1968. Ghana Broadcasting Corporation has the mandate to inform, educate and entertain as well as engage in commercial broadcasting through the sale of paid adverts and exploitation of other sources of revenue related to the broadcast business. Over the years the public gradually lost interest in the programming and contents of GTV and the emergence of several TV stations and radio stations mostly privately owned ones has made the competition keen. These new stations are widely located in the cities and this made them most preferred and those unable to get the feed in the rural areas stick to GTV (Laryea, 2015).

In recent times, there have been emergence of several media houses in Ghana and this has made the Ghana Broadcasting Corporation, the pacesetter in broadcasting in the country lose its relevance. Most of these new stations are gradually taking over from GTV as they are able to develop more interesting programming coupled with vast promotions. The Ghana Broadcasting Corporation (GBC) is the public broadcaster in Ghana. It is funded by broadcasting television and radio commercials. Broadcasting began in Ghana on July 31, 1935 from a wired relay station opened in Accra. The brain behind the introduction of broadcasting into the country was the then Governor of the Gold Coast, Sir Arnold Hudson. One of the main reasons for introducing the Relay Service is to bring News, Entertainment and Music into the homes of all and sundry (Modern Ghana, 2017).

According to Laryea (2015), though then President Kwame Nkrumah hoped the birth of GBC-TV Service would promote programmes that are Ghanaian in nature, the nature and content of programmes, production formats and techniques of GTV have been adapted to suit the demands and needs of the Ghanaian society. This served as one of the motivation factors for the

introduction of commercial broadcasting for both radio and television on 1st February, 1967. Due to the expansion and improvement project undertaken in 1985, ninety-five percent of Ghana has access to GTV broadcasts (Ansu-Kyeremeh and Karikari, 1998).

1.1 Statement of the Problem

The State media Ghana Broadcasting Corporation (GBC) runs six affiliate TV stations including GTV, GTV sports plus, GTV Govern, GTV life and Obonu TV which are greatly government financed. These are stations whose returns towards State revenue has being quite abysmal over the years. The purpose for its establishment was to broadcast by informing the good citizens of this country of matters of national concern. GTV has on several occasions failed in providing necessary information or telecasting events of relevant importance including the nation's premier league (Modern Ghana, 2017).

Ghana enjoys a high degree of media freedom and the private press and broadcasters operate without significant restrictions and this has helped in the establishment of further private media houses. Among many others, TV3, GHOne TV, Metro TV, TV Africa, Net2 TV, ETV have proven to give GTV a stiff competition in all areas. Over the years, a lot of other television stations have gradually emerged into the media space. According to the National Communication Authority's current statistics, there are 93 authorized television stations in Ghana; an increase of about 32 percent from the 2015 statistics which had 63 television stations (Karikari, 2017). These new stations are able to recruit professionals who are able to lift the image of their various companies aside numerous sponsors and collaborations with broadcasters and multinational organization worldwide, GTV however is able to do little in the areas of improving its image.

GTV in the midst of countless number of media houses should be able to stand out as the pacesetter for the new ones to follow but this is not the case as more new stations and media houses are taking over in areas of programs, contents, coverage and promotions. There is a likely tendency for the state owned media house to fall in ditch if precautions are not taken to turn things around for the corporation. Image building becomes a serious issue in this area as it is necessary for the cooperation to maintain some level of image in order to keep its clients and viewers. This study will be looking at what GTV will have to do to maintain its image and be able to stand out regardless the numbers of other media houses in the country. Emphasis will however be on Ghana Television (GTV).

1.2 Research Objectives

The main objective of this study is to find out how to maintain the image of GTV in serving as the leading media house in Ghana. This is to find answers to why other stations are better preferred now than the GTV. To carry out this research successfully, the following objectives were the specific ones set:

- a. To examine the causes of the ditching image of GTV
- b. To understand the effect of the ditching image of GTV on the output of the corporation
- c. To find why there is proliferation of other media houses in Ghana
- d. Make recommendations on improving the services, image, of GTV to maintain its status.

1.3 Research Questions

- a. What is the main cause of the ditching image of GTV?
- b. What is the effect of the ditching image of GTV on the output of the corporation?
- c. What accounts for the proliferation of other media houses in Ghana?
- d. How can the image and service of GTV be improved so as maintain its status as the nation's broadcaster

1.4 Significance of the Study

The importance of this study was viewed from the fact that: It will provide realistic and practical steps of improving the presumably poor public perception among audiences especially in relation to the operations of GTV. It will also provide management, government and stakeholders with useful tools and strategies in resolving head-locks that existed and impeded projects that bring innovation and changes that aimed at boosting public image of GTV News program. It will also unveil appropriate approaches and strategies that will aid in improving public perception among audience in the media industry. The research work would also add-to knowledge on improving image of organizations locally and globally. Finally, the study would serve as a reference literature to policy makers, government, academicians and students alike in the research area.

1.5 Scope and Limitation of the Study

The study aims at looking at the major issues arising in maintaining the image of GTV, it includes understanding the cause of the ditching image, its effects and understanding ways to improve the image and how to make GTV the pulse of the nation. To achieve this, the study

will be conducted at Ghana Institute of Journalism where journalism, media and public relations students will form the core of the population to be included in the study. The students involved here will cut across different levels; that is, from Level 100 to Level 400. Graduate students and Diploma students will also be included. Other media experts and managements of GTV will also be included in this study.

1.6 Organization of the Study

Chapter one is the introduction of the study which cover subtopics like background to the study, statement of the problem, objectives of the study, research questions, significance of the study, and organization of the study. Chapter two contains the review of related literature and provides a broad description of the main concepts and variables in the study.

Chapter three discusses the methods used to collect and analyze data. Here, the research design is looked at, the population and sampling size also discussed, source of data, data collection procedure, data analyzing procedure and finally, the limitation of study. Chapter four will seek to present the results of the field research. This will include qualitative and quantitative techniques that will be used in analyzing the data. Chapter five contains summary of the works, its conclusions, recommendations and areas for further study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The research reviewed relevant literature on the overview of media in Ghana with emphasis on GTV and image of GTV, overall performance of GTV in relation to contents and appreciation from clients and viewers. This chapter also seeks to look at works of others scholars in the areas of corporate image, importance of corporate image and other related areas.

2.1 Overview of Corporate Image

Corporate image is defined as the “overall impression” left in the customers’ mind as a result of accumulative feelings, ideas, attitudes and experiences with the organization, stored in memory, transformed into a positive/negative meaning, retrieved to reconstruct image and recalled when the name of the organization is heard or brought to ones’ mind. Kandampully and Hu (2007) stated that corporate image consisted of two main components; the first is functional such as the tangible characteristics that can be measured and evaluated easily. The second is emotional such as feelings, attitudes and beliefs the one have towards the organization. These emotional components are consequences from accumulative experiences the customer have with the passage of time with the organization.

According to Kotler (2008), corporate image represents a set of opinions, thoughts and impressions, which one creates about a firm or a product. Attitudes and acts of humans have connection with image of the organization or the product. Corporate image is in the eye of the receiver. It is simply the picture that an audience has of the organization through the

accumulation of all received messages. It is determined by all actions of the organization. It is wrong to assume that the organization communicates only when it wants. Corporate image is powerful. It helps to determine how a stakeholder will behave towards the organization. How the stakeholder perceives the organization: as weak or strong, open or devious, warm or cold, rigid or flexible, etc.

The relevance of building a sustainable image for any company cannot be over emphasized as it goes a long way to promote the company and enhances the growth and development of the said company. Sometimes a well-established company may not realize that because it is well-established and has not actively pushed out current information, it may be perceived as outdated, low-tech, and even old-fashioned. Or that a past negative media mention may be the only thing sticking in the minds of the public, and that this may be keeping potential new customers from calling (Sjoberg, 2011). Corporate image or reputation is one thing that should be taken good care of. A tainted reputation can cripple even the most well-known establishments. Redeeming one's image is far by more costly than losing a good deal. Once your reputation is ruined, your business is in high risks of crumbling into pieces (Bilieu, 2008) Mackiewicz, (1993) defines corporate image as 'the perceived sum of the entire organization, its plans and objectives. It encompasses the organization's products services, management style, corporate communication and actions around the world. An organization exists within given, environments both internal and external, with which it has to enter constantly interact with. How the organization interacts with these environments is as important as its core business. The corporate image is one of the essential intangible assets for any organization. It determines the identity of the organization and its reputation in public. It helps the organization to sustain its operations and existence successfully in an environment of innovation, technology

advancement, changing economic conditions, increased competition and changing socio-economic structure. It helps the organization to achieve its objectives of growth. It is an asset which gives the organization a chance to differentiate itself aiming to maximize its market share, profits, attracting new customers, retaining existing ones, neutralizing the competitors' actions and above all its success and survival in the market (Satyendra, 2015).

According to Fill (2005), corporate image can be seen as the way in which organizations are presented, perceived and how they interact with their various stakeholder audiences, depends on how they use corporate communications is done through a variety of channels; using letters, meeting, reports, phone calls, websites, advertisements and face to employed can affect the image of an organization. A corporate image is, of course, the sum total of impressions left on the company's many publics. In many instances a brief, casual act by an employee can either lift or damage the corporate image in the eyes of a single customer or caller on the phone. As noted by Biney, Mensah, & Boachie-Yaidom (2013) overall image is a composite of many thousands of impressions and facts. The major elements are 1) the core business and financial performance of the company, 2) the reputation and performance of its brands ("brand equity"), 3) its reputation for innovation or technological prowess, usually based on concrete events, 4) its policies toward its salaried employees and workers, 5) its external relations with customers, stockholders, and the community, and 6) the perceived trends in the markets in which it operates as seen by the public. According to Aydin and Zer (2005) corporate image, perceived service quality, trust and customer switching costs are the major antecedents of customer loyalty, and loyal customers may buy more, accept higher prices and have a positive word-of-mouth effect. Consequently, corporate image as an attitude must affect behavioral intentions such as customer loyalty (Johnson et al., 2001). Corporate image is the reputation of the firm

with the various audiences that are important to it. These groups that have a stake in the company are known as stakeholders. Stakeholders are affected by the actions of the company and, in turn, their actions can affect the company. Consequently, its image in the eyes of its stakeholders is important to the company. Finally, Corporate image is defined as the 'overall impression' left in the mind of the stakeholders as a result of accumulative feelings, ideas, attitudes and experiences with the organization, stored in memory, transformed into a positive/negative meaning, retrieved to reconstruct image and recalled when the name of the organization is heard or brought to ones' mind. Thus, corporate image is a result of the communication process in which the organization creates and spreads a specific message that constitutes its strategic intent; mission, vision, goals and identity that reflect its core values which it cherish. This is consistent with the vision of brand image. Thus, corporate image can be considered as a type of brand image in which the brand name refers to the organization as a whole rather than to its sole products/services (Satyendra, 2015).

2.2 Importance of Corporate Image

Some of the warning signs that a business might have an image problem include high employee turnover, the disappearance of major customers, a drop in stock value, and poor relationships with vendors or government officials. If an image problem is left unaddressed, a company might find many of its costs of doing business rising dramatically, including the costs of product development, sales support, employee wages, and shareholder dividends. Mental picture that springs up at the mention of a firm's name. As noted by Kiriago (2013), several factors have contributed to the increasing importance of corporate image in recent years.

For example, the business climate in the United States has become one of environmental complexity and change. This has forced many business enterprises to significantly alter their strategies to better compete and survive. The acceleration of product life cycles is another vital dimension of the turbulent business environment. Globalization has been still another catalyst in the rise of corporate image programs, as companies have sought ways to spread their reputations to distant markets. A related factor is that as a corporation expands its operations internationally, or even domestically, through acquisitions, there is a danger that its geographically dispersed business units will project dissimilar or contrary images to the detriment of corporate synergy (Kiriago, 2013).

A final factor stimulating the current interest in corporate image is society's growing expectation that corporations be socially responsible. Many of today's consumers consider the environmental and social image of firms in making their purchasing decisions. Some companies have recognized this reality and reaped tremendous benefits by conducting themselves in a socially and environmentally responsible manner. Some of these companies act out of genuine altruism, while others act out of a simple recognition of the business benefits of such behavior (Kiriago, 2013). Nguyen and Leblanc (1998; 2001) claimed that corporate image is related to the physical and behavioral attributes of the firm, such as business name, architecture, variety of products/services, and to the impression of quality communicated by each person interacting with the firm's clients. A seller's reputation effects the perceptions of the quality of the products sold by that seller

Redeeming one's image is far by more costly than losing a good deal. Once your reputation is ruined, your business is in high risks of crumbling into pieces. In an article, Bilieu (2008)

identified several reasons that justify the importance of corporate image or reputation. A good corporate image or reputation is an efficient marketing and promotional tool. Consumers will always remember an outstanding service. Likewise, they never forgive and forget mediocre works as well. Clients spend their hard-earned money on products and services that they avail. If your company is known for good performances, you have a higher tendency of attracting more customers. In addition to that, it is a given fact that consumers prefer to patronize service providers which have already established their names in their respective industries (Bilieu, 2008).

According to Bilieu, (2008) credibility and integrity comes with a good name. Reputation is the identity of an organization. It articulates the culture of your organization. It is hard to be credible when nobody believes in you. Relatively, it is also difficult to prove integrity when your clients talk negatively about your company's services. Instead of recommending and promoting your business, you soon find your customers spreading warnings and bad reviews.

Corporate image or reputation establishes trust, confidence, loyalty and superb client relationships - The most respectable names in the industry did not reach the zenith of success if they did not protect their reputation. It should be noted that achieving untainted corporate image is not just about avoiding scandals and controversies. It is more of meeting the expectations of their clients. In order to build a good image, excellence and perfection must be continuously observed. As for the client's part, a good image provides a strong sense of security. They are assured that they would get good results once they use the services or products launched and offered by a reputable company (Bilieu, 2008).

Company image is instrumental in increasing your business opportunities - Corporate reputation is like a magnet. It does not only attract customers. It also catches the attention of interested investors and business partners. Who would dare to invest in a company known for management conflicts and workforce issues? Establishing a good image generates tons of possibilities for business growth and expansion (Bilieu, 2008).

A good image can stand the test of time - In this highly competitive market, consumers will always look for alternatives. However, a well-established reputation lessens the worries of switching to other service providers. Clients would continue to patronize your products even if it is more expensive. It is because they are aware that the company can efficiently deliver their needs and demands (Bilieu, 2008). Satyendra, (2015) in an article noted the reasons that are necessary for the organization to build its corporate image and sustain it, these are summarized below.

- Corporate image may be a decisive factor in the consumer choice of goods and services
- Building a favourable corporate image becomes especially relevant in communities where the organization is a major force. Of particular importance here is the organization's position on social responsibility
- A strong corporate image can improve the financial structure of the organization and raise the appeal of its securities amongst potential investors and shareholders
- Building a favourable corporate image can be advantageous when public perceptions of the organization do not reflect reality, are not clearly formed, or when vestiges of past management mistakes, plant accidents, poor earnings, environmental problems and the like may still be having a negative impact

- Corporate image building is also very important when external forces like increased or new competition, breakthrough products and technologies, deregulation, or an existing competitor's new identity focus call for countermeasures.

2.3 Overview of the Media Operations in Ghana

Broadcasting began in Ghana on July 31st, 1935 from a wired relay station opened in Accra. The brain behind the introduction of broadcasting into the country was the then Governor of the Gold Coast, Sir Arnold Hodson, affectionately known as the "Sunshine Governor". He was ably assisted by a British radio engineer, Mr. F.A.W. Byron. By 1700GMT on that historic day, gramophone records comprising of martial and light music were relayed and exactly 1745GMT the voice of Sir Arnold Hodson came through to break the tension and the suspense with this explicit message (GTV, 2017)

In 1954, the Gold Coast Broadcasting System was established, and it later became the Ghana Broadcasting Corporation (GBC) after independence in 1957. By the mid- 11 twentieth century there were estimated to be over a million radio sets in sub-Saharan Africa and at the end of the twentieth century it was estimated this figure would reach 100 million radio sets. (Fardon and Furniss, 2000). According to UNESCO, by 1995 there were approximately 115 million receivers across sub-Saharan Africa; 18 per cent of the region's population owned a radio (Jensen, 1999). Broadcasting in Ghana began as a department of the Ministry of Information when it started in 1935. The ministry was responsible for the formulation of national mass communication policies and for ensuring the full and effective use of the mass media for the dissemination of information, and for economic and social development of the nation. Later on,

different department was created mainly to publish governmental issues which include mainly announcements and other documentaries. According to a Government Portal, Broadcasting became a new department distinct from the Information Services to which it had previously been attached. Broadcast content at this time was mainly governmental announcements and rebroadcasts from the BBC (Portal, 2010).

For the cooperation to kick start it has to be supported by an act of parliament hence in 1968, the legislation was made. “Ghana Broadcasting Corporation was founded to provide radio and television broadcasting services for general reception in Ghana. The legislation that basically set up GTV as a Corporation is the National Liberation Council Decree 226 (NLCD 266) of 1968” (GTV, 2010).

GTV continued to be the only broadcasting cooperation in the country for several years. A number of attempts and campaign to allow the emergence of new private stations was not heeded too and the first attempt caused arrests and riots in the country. “Despite the overwhelming support for the privatization of broadcasting, the PNDC was reluctant to loosen its grip on the electronic media until May 1994, when residents of Accra woke up to the sound of a pirate FM station called 'Radio Eye” (GTV, 2010).

It was later in 1995 that Joy FM started operations and that was the first privately owned media house to be established. Years later, because of press freedom enjoyed in Ghana, several radio stations sprung up in various parts of the country; most of these stations are privately owned and are in the business mainly to make profits so they give much attention to advertising and other means of making more money. Scores of private FM stations crowd the dial; many of them are based in the main towns and cities. Most of them are chasing a limited amount of

advertising revenue (Media, 2008). These have made it keen competition among the private radio stations. It was necessary for another means of spreading information to be developed hence television telecast have to start, however this took several years before it materialized. The first TV station was one established by GTV it was formally referred to as GTV TV. GTV is the national public broadcaster of Ghana, run by the Ghana Broadcasting Corporation. It commenced operations on July 31, 1965 and was originally known as GTV TV.

When GTV started, emphasis was on radio and the radio penetration was large as compared to Television. Aside radio however, television is the second most popular means of disseminating information be it education or entertainment. After radio, television is the second most widespread medium in Ghana with around 90% penetration. Local press report that only four million households have televisions, but as families tend to be large and close, this gives most access to TV sets- others watch in bars or elsewhere (Group, 2011).

Ghana Broadcasting Corporation has the mandate to inform, educate and entertain as well as engage in commercial broadcasting through the sale of paid adverts and exploitation of other sources of revenue related to the broadcast business. GTV been then nations broadcaster since inception and has several duties of promoting the business of the state. “As the state broadcaster, it has responsibility of publishing government policy and carrying items about government institutions” (The Report: Ghana 2011. Oxford Business Group.) This mandate however is what GTV/GTV has been lagging over the years. In the areas of informing, educating and entertaining the public, GTV/GTV is gradually losing grounds and efforts have to be made to keep the cooperation on top.

2.4 Image of Ghana Television (GTV)

Building a good image for any corporation or organization is essential as it aids in building good reputation. The way it is important for good image to be established in any company, it is equally vital in the areas of broadcasting. For a TV station or Radio station to maintain its “public”, it is important to live up to the expectations of all the stakeholders including both clients and viewers. The importance of television in any country is critical as it is seen as a medium through which several successes could be chalked in areas of development. It is a medium through which information is relayed to the public and other educational programs are aired of beneficial to the populace. According to Mc Cauley et al (2003), “when television was introduced in a number of countries, it was also viewed as an instrument of development. Priority was given to educational programs for schools, teacher training, literary programs and promotion of national development projects”.

In most countries across Africa, there are State owned media houses and they all have their mandate and the kind of programs to telecast as the state broadcaster. These state owned broadcasters are however failing in these areas as their contents are gradually becoming commercially motivated as emphasis tend to be on adverts and other commercials. Gradually, viewers are shifting to watch the more commercial stations. Several reason account for why viewers may shift from one TV station to the other. These include type of programmes, the quality of pictures, the quality of presentation, and the personality presenting the programme among many others. GTV over the years have been losing a lot of viewers with the emergence of more private TV stations in the country (GTV, 2017). According to Boyd (2001), “despite the hard work of the reporters, producer and other talented members of the news team, a

station's reputation will stand or fall on the performance of these few front line people". GTV presenters are old and archaic hence not innovative when it comes to their presentations.

Image building is greatly related to branding. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. GTV does less in areas of marketing and adverts. These two areas are important in building a better image for any company. Branding in recent times is very crucial to every media house as it helps separate media companies and their products from other competitors. With loads of investor in the system and advancement in technology, media houses easily spring up from time to time.

According to the JIB Research Report (2008), strong brands are necessary in media because technology has increased the number of content providers and made it possible for many more competitors to seek the attention and loyalty of audiences and advertisers. The importance of this is to be able to keep your clients and viewers because if a media house is not having a solid brand, it gradually sinks.

Broadcasting in Ghana began as a department of the Ministry of Information when it started in 1935. The ministry was responsible for the formulation of national mass communication policies and for ensuring the full and effective use of the mass media for the dissemination of information, and for economic and social development of the nation. Later on, different department was created mainly to publish governmental issues which include mainly announcements and other documentaries. "Broadcasting became a new department distinct from the Information Services to which it had previously been attached. Broadcast content at this time was mainly governmental announcements and rebroadcasts from the BBC (Karikari, 2017).

Ghana Broadcasting Corporation has the mandate to inform, educate and entertain as well as engage in commercial broadcasting through the sale of paid adverts and exploitation of other sources of revenue related to the broadcast business. GTV been then nations broadcaster since inception and has several duties of promoting the business of the state. “As the state broadcaster, it has responsibility of publishing government policy and carrying items about government institutions” (The Report: Ghana 2011. Oxford Business Group.) This mandate however is what GTV/GTV has been lagging over the years. In the areas of informing, educating and entertaining the public, GTV/GTV is gradually losing grounds and efforts have to be made to keep the cooperation on top.

From 1956, locally produced programmes increased, educational broadcasts to schools and teacher training colleges were started and outside events were broadcast live into homes.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter details the various techniques and methods that was used to achieve the objective and conclusion of the study. It include the research methods used to gather empirical data on the research. It entails the Research Design, Research Approach, Population, Sampling Size and Techniques, Research Instrument, and Data Collection Procedure for Primary and Secondary data and Data Analysis.

3.1 Research Design

A research design suggests the plan of the type of studies that is required for the long essay. It explains the structure and the immediate objective of the study and is always based on the research question. The research design refers to the overall strategy that was chosen to integrate the different components of the study in a coherent and logical way, it ensures that the research problem is addressed effectively; it constitutes the blueprint for the collection, measurement, and analysis of data (De Vaus, 2001). The research design for this study is descriptive in nature. Descriptive research is a type of research that is aimed at defining the situation or problem through the sample drawn from the research area (Piesie - Anto, 2012).

3.2 Research Approach

According to Sudeshna & Shruti (2016), research approach is a plan and procedure that consist of the steps of broad assumptions to detailed method of data collection, analysis and

interpretation. Based on the study, researcher will be able to know the approach that best fits and will be helpful in data collection. This study will be making use of the two main approaches to research, that is the quantitative approach and the qualitative approach. Choosing one research approach over the other in most cases limits the study. Qualitative research approach focus on the narrative of a research whereas the quantitative summarizes the data into statistics. One approach alone cannot answer all the questions that may emerge in course of researching a topic so in order to facilitate a more comprehensive study, researchers should have access to all available research tools be it quantitative or qualitative (Creswell & Clark, 2011).

3.2.1 Quantitative

Quantitative analysis is oriented in gathering information focuses on describing a phenomenon across a larger number of participants thereby providing the possibility of summarizing characteristics across groups or relationships (Rhodes, 2014). Quantitative research translate into the use of statistical analysis to make connection between what is knpwn and what can be learned by research. Consequently, analysing data with quantitative stratagies requires an understanding of the relationships among variables by either descriptive or inferential statistics (Trochim, 2000). The quantitative approach used the figures, tables and charts to collate and analyze the data collected. The study was completed using primary and secondary methods of data collection in collecting data. One source of the primary data was the use of questionnaire. The questionnaire was designed to capture information from students GTUC who fall in the sample for this study and it was carefully structured using the demographic and of open ended

questions supported by optional answers in which respondents can select from in order to have an impartial representation of respondents and issues for analysis and presentation.

3.2.2 Qualitative

Firstly, qualitative is an examination of variable or phenomenon in a deep comprehensive manner (Rhodes, 2014). Qualitative approach places great emphasis on the methods used to collect or generate data. However, it places less emphasis on the analytical techniques to interpretation of data. Furthermore, it is inductive approach which primarily uses detailed reading of secondary data to derive concepts, themes and models. According to Wimmer and Dominick (2000:103), qualitative analysis relies mainly on the analysis of visual data (observations) and verbal data (words) that reflect everyday experience. The qualitative design dealt with the face to face interview of respondents on the research area. The interviews were necessary because they assisted in gathering other supplementary information that was not captured by the questionnaire. This led to the design of an interview format. This interview format had details that streamline the interview process to ensure that only relevant questions are interrogated.

Other secondary sources of gathering and collecting information such as already researched materials on related themes, relevant publications, credible internet sources, books, journals were also referred to for reliable information. The above sources offered the necessary material and information used in the literature review section and all data gathered was crossed to ensure their quality, relevance to the research and consistency.

3.3 Population

Population is generally a large collection of individuals or objects that is the main focus of a study. Polit and Hungler (1999) stated that population is an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. It is for the advantage of the population that studies are done. Conversely, due to the huge dimensions of populations, researchers frequently cannot experiment all individuals in the population since it is too expensive and time consuming. To achieve this, the population of the study was the entire student body of Ghana Institute of Journalism where journalism, media and public relations students will form the core of the population to be included in the study. The students involved here were from different level; that is, from Level 100 to Level 400. Graduate students and Diploma students were also included. Other media experts and managements of GTV were also contacted and included in the study.

3.4 Sampling Size and Sampling Technique

Due to the fact that the study cannot take into consideration all the students of GIJ there is the need to design sample. A sampling design is one that studied instead of all the individuals who fit into the researcher's criteria, that is, the population of interest or target population.

The sampling technique used for this study is the simple random sampling. In this technique, each member of the population has an equal chance of being selected as subject. The entire process of sampling is done in a single step with each subject selected independently of the

other members of the population. One of the best things about simple random sampling is the ease of assembling the sample. It is also considered as a fair way of selecting a sample from a given population since every member is given equal opportunities of being selected. Another key feature of simple random sampling is its representativeness of the population.

The total sample selected for the study was one hundred (100). These hundred respondents were randomly selected from all levels ranging from level 100 through to the graduate school.

3.5 Data Collection Procedures

Data collection procedures are the techniques through which relevant data and information are sought for analysis. According to Business Jargons, (2017), data collection is a process by which the researcher collects the information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcomes. While collecting the data, the researcher must identify the type of data to be collected, source of data, and the method to be used to collect the data. There are three main methods of data collection, namely, primary, secondary and observational. This study used the primary, secondary and observational methods of data collection.

The primary method of data collection aimed at collecting data from the field at first hand and the secondary involves seeking relevant information from books, magazines, reports and the internet. The observation data collection method on the other hand is the foundation in any research and prevalent in almost all research undertakings. It actively involves the researchers in the research in terms of data collection and analysis.

The primary data collection method employed by the study helped in gathering relevant raw data from the field of study through interviews conducted and questionnaire administered. It also enhanced the credibility of the research and its outcome since every research would need authenticity in order to make it credible without any reservation whatsoever.

Primary data collection exposed the researcher to the actual source of information so as to avoid all doubts in the minds of his or her readers. The questionnaire and interview sessions were primary instruments of data collection employed by the study. Questionnaire is used to gather information from people for various purposes. It is therefore one of the most suitable and accepted methods of data collection and helps in the collating, processing and utilization of data that is gathered.

In this study, questionnaire administered were structured pertaining to the study area and respondents were asked to react to the questions posed. The questions were designed in various sub-sections; from bio-data to other sections related to the study. Interview sessions were also held after the administration of the questionnaire. Here respondents were given opportunity to express their opinion on how high prices of mobile phones implies high quality. In this area, various and different views were expressed as to whether the mobile phone quality matches the money paid for it. The secondary method of data collection heavily falls on existing material. As mentioned above, the study relied mainly on information from books, magazines, journals and other internet sources.

3.6 Data Analysis and Presentation

What precedes data presentation is data analysis. Data analysis is the process of inspecting, cleaning, and transforming materials collected from the field with the goal of highlighting useful data for positive conclusions and compilation of accurate results to form the basis of decision making (Piesie-Anto, 2012). Data analysis helps in interpretation of data and take a decision or answer the research question. Data analysis starts with the collection of data followed by sorting and processing it. Processed data helps in obtaining information from it as the raw data is non comprehensive in nature. Presenting the data includes the pictorial representation of the data by using graphs, charts, maps and other methods. These methods help in adding visual aspect to data which makes it much easier and quick to understand (Shubham, 2015).

The research was evaluated in three sections that included the causes, effects and solutions to the deteriorating image of GTV in delivery of its mandate. The first section was analyzed with sub-points about the causes of the problem, and then followed by the analysis of the effects of the problem and solutions to improve the problem. It involves editing, coding and data entry procedures. Editing is done to cut down materials considered irrelevant to the study, detect errors and omissions to ensure data collected are accurate and consistent with the objectives of the research, and that notes taken are properly entered. Coding is assigning figures, letters and symbols so that the response can be grouped into manageable classes or categories. Entry also ensures the conversion of tallied information to a medium of viewing and manipulation or interpretation.

In this study, material that were collected were analyzed by editing, coding and entry for refined data presentation and interpretation. Table and graphs were used to present data that was gathered in the study area. The tables here are arranged according to the main variables that guided the data collection. A frequency distribution table is a table showing how often each value of the variable used in the study occurs in a data set. A frequency table is used to summarize categorical or numerical data. This can also be presented in percentage of the total number in the sample. Aside the frequency tables, graphs were also use. Bar chats and Venn diagrams was useful in presenting the data.

3.7 Ethical Consideration

According to Center for Innovation in Research and Teaching (2017), ethics are the norms or standards for conduct that distinguish between right and wrong. They help to determine the difference between acceptable and unacceptable behaviours. In research, ethics are equally important. First, ethical standards prevent against the fabrication or falsifying of data and therefore, promote the pursuit of knowledge and truth which is the primary goal of research. Ethical behavior is also critical for collaborative work because it encourages an environment of trust, accountability, and mutual respect among researchers. The importance of ethics in research cannot be taken for granted (CIRT, 2017). In order to address ethical considerations aspect of this particular dissertation, the following ethical consideration was given critical attention.

Inform Consent and voluntary participation of respondents. Informed consent is one of the means by which respondents' right to autonomy is protected. Autonomy means the freedom to decide what to do. Even when any of the respondents has signed a consent form, they were still made aware that they are free to withdraw from the study at any time without giving a reason. They can also request that the data they have given be removed from the study. Privacy and anonymity of respondents is of paramount importance to this study.

The use of offensive, discriminatory, or other unacceptable language was also avoided in the formulation of Questionnaire/Interview questions. With regards to confidentiality, according to the professional code in research, no researcher can reveal confidential information not even to the members of the research team. This was made known to each and every respondent during the data gathering. Potential research participants need to know what will happen to data that is collected about them so this also was made known.

Also, the pre- test was undertaken to test the questionnaire for reliability and validity. This is important so as to ensure that the data gathered in the process meets the highest credibility as possible and also helps in ensuring validity and reliability of data collected. A valid question would allow accurate data to be collected whilst a reliable question would aid in consistency in collecting data. To ensure this, a lot of time was spent reconstructing the questions for easy understanding of questions by respondents and answers understood by the researcher in the way the respondents' intend

Acknowledgement of works of other authors used in any part of the dissertation with the use of Harvard referencing system. All the works which were consulted to achieve various sections of

this study was duly acknowledged. Within the text, it can be seen as the in-text citation and other details were given in the reference listing. After consulting credible books, journals, articles and other reliable internet sources, the Harvard referencing is vital so as to avoid plagiarism of any form; all sources will be duly acknowledged. Finally, maintenance of the highest level of objectivity in discussions and analyses throughout the research was also ensured.

CHAPTER 4

DATA ANALYSIS AND PRESENTATION

4.0 INTRODUCTION

The chapter analysed the data collected from the research field. The analysis included the causes of poor public perception of Ghana Broadcasting Corporation's TV Channel, Ghana Television (GTV), its effects, and appropriate ways of improving the situation.

4.1 Demographic Composition of Respondents

Table 1: Gender of Respondents

No.	Variables	Scores	(%)
1	Males	37	37
2	Females	63	63
	Total	100	100

Source: Fieldwork (2017)

From the data above it showed that, out of 100 respondents who assisted in administration of the questionnaire in GIJ, 37 respondents representing 37% were males; whilst 63 respondents, representing 63% were females. It therefore indicated that majority of the respondents comprising of students from various levels are females. A snapshot of students' characteristics

on campus ideally shows the dominance of the female gender and this is what the study also confirms. The male population in the school is lower than that of the female.

Table 2: Age Groupings of Respondents

No.	Variables	Scores	(%)
1	Below 25 years	38	38
2	Between 25-30 years	42	42
3	Above 30 years	20	20
	Total	100	100

Source: Fieldwork (2017)

The research established that, 38 respondents representing 38% were below 25 years. This shows that quite significant amount of the students are young. Also, 42 respondents representing 42% were between the ages of 25 to 30 whilst 20 respondents representing 20% were above 30 years. It was therefore made known that, majority of the target population were between the ages of 25-30. This age group that form the majority are more likely to be graduate students and other mature students who joined the school at the second year through mature entrance procedures.

Table 3: Level of Respondents

No.	Variables	Scores	(%)
1	Level 100	10	10
2	Level 200	12	12
3	Level 300	20	20
4	Level 400	16	16
5	Graduate Students	42	42
	Total	100	100

Source: Fieldwork (2017)

The next thing the study did was to seek for information on the level of the students. From the data gathered, it was clear that the graduate students formed the majority of those included in the study. Out of the one hundred respondents, forty-two of them were sampled and included in the study. The next student level is level 300, they were 20 students. This was followed by the level 400 which had 16 students assisting with data through the questionnaire administered. Level 200 had 20 respondents and the final level 100 had just 10 respondents inn this study.

4.2 CAUSES OF THE FALLING IMAGE OF GTV

4.2.1 Causes of Poor Perception of GTV

The research focused on unveiling the factors that contributed to the poor public perception of GTV which impeded efforts in maintain the state own media entity as the pulse of the nation. It was known that, the major causes of the poor public perception was as a result of poor programming, non-implementation of Information Communications Technology (ICT) tools in news delivery and lack of innovation in news delivery. From the data in the below table, it can been seen that 45 of the 100 respondents attested to the fact that poor programming is the reason for poor public perception of GTV.

Table 4: Causes of Poor Public Perception of GTV

No.	Variables	Scores	%
1	Poor programming	45	45
2	Non Implementation of ICT tools	21	21
3	Lack of innovation in Delivery	19	19
4	Lack of Skilled workforce	15	15
5	Total	100	100

Source: Fieldwork (2017)

This was followed by 21% that represents the responses for Non-implementation of ICT tool and this was closely followed by 19% for lack of innovation in delivery. The last issue raised is in relation to the workforce. Data gathered shows 15 respondents saying that lack of skilled workforce is the reason for poor public perception of GTV.

4.2.2 Poor Programming at GTV

Table 5: Factors Contributing to Poor Programming

No.	Variables	Scores	%
1	Lack of technical expertise	27	27
2	High sense of maintaining tradition	55	55
3	Lack of employment of programming skills	18	18
4	Total	100	100

Source: Fieldwork (2017)

The next issue that was discussed in the data gathering with respondents was in relation to the reasons for poor programming. So as to find solution to why the programming of GTV is seen as poor, there is the need to know what causes it in the first place. What came out clear in the study was that GTV has the high sense of maintaining tradition. This is represented in the table above; 55 of the one hundred respondents shared this view. This figure is actually more than half of the total 100 respondents. The next issue that followed was lack of technical expertise

and the response for this represents 27% of the total respondents the last issue that respondents answered. The last issue was the lack of employment of programming skills. This represents 18% of the total respondents.

4.2.3: Non Implementation of ICT Tools in the Operations of GTV

Non implementation of ICT tools in the operations of *GTV* for the purpose of this study means the none availability modern ICT equipment such as touch screen monitors, motion sensors, microphones, et cetera that enhances presenters ability to deliver crisp and concise. Without this it means presenters have to do with Teleprompters which are most often difficult to manage. The findings after the tally and analysis of the data provided in the questionnaire made known that, high cost of ICT tools, lack of hiring competent and experienced professionals and lack of funds contributed to the non-implementation of ICT tools in the operations of *GTV*.

This is shown on *Table 6* below:

Table 6: Reasons for Non Implementation of ICT Tools in the Operations of GTV

No.	Variables	Scores	%
1	High cost of ICT tools	46	46
2	Lack of hiring competent and experienced professionals	24	24
3	Lack of funds	30	30
	Total	100	100

Source: Fieldwork (2017)

The study went further to discuss what actually has led to the fallen image of GTV. From the questionnaire administered, it was clear that various reasons can be given to the fallen image of GTV even though some of these reason stood tall ahead of others. The reason that stood tall was the corporations' lack of investment in branding. The importance of branding cannot be overemphasised as it helps in propelling the brand. GTV has however failed to invest enough resources into this. The next item was insufficiency of government support.

Table 7: Main reason for fallen Image of GTV

No.	Variables	Scores	%
1	Less investment in branding	41	60
2	Ineffective PR personnel	7	24
3	Lack of funds to invest in image building	18	16
4	Insufficient government support	34	
	Total	50	100

Source: Fieldwork (2017)

As the public broadcaster of Ghana, the government is supposed to fund the operations of GTV but this is not the case as 34 of the respondents identified this as the reason for ditching image

of GTV. Lack of funds for image building and ineffective PR personnel were also identified as part of the reasons for fallen image of GTV.

4.2.4: Reason for Lack of Innovation in GTV’s Delivery

Lack of innovation in GTV News in delivery refers to the non-dynamic nature GTV News presentation. Innovation here means dynamism and ability of managers to implement aspects of News delivery that always places audience on edge to expect something new. Some innovations espoused include constant change of set, costuming, et cetera. The results of questionnaire administered in the study area indicated that the reasons for lack of innovation in GTV delivery was as a result of lack of education, high ability to maintain GTV’s tradition and implementers always edge to meet global standards. This is indicated in Table 8 below.

Table 8: Reason for Lack of Innovation in GTV Delivery

No.	Variables	Scores	%
1	Lack of education and training	8	8
2	High ability to maintain the ‘GTV’ tradition	63	63
3	Implementers always want to meet global standards	29	29
	Total	100	100

Source: Fieldwork (2017)

4.3 EFFECT OF DETERIORATING IMAGE OF GTV

4.3.1 Impact of Poor Corporate Image

Table 9: Negative impact of poor corporate image on GTV

No.	Variables	Scores	%
1	Non patronise of GTV programmes	42	42
2	Lack of public recognition for GTV	30	30
3	Decrease in peoples' participation	11	11
4	Reduction In revenue for GTV	17	17
	Total	100	100

Source: Fieldwork (2017)

The more the image of an organization falls, the more the impact it tend to have on the organization. This impact comes in various ways and it if now the responsibility of the organization to minimise the impact. From the data gathered, it shows that the respondents first noticed non-patronise of GTV programmes as the main impact of the poor image of GTV. This means that more people will no longer watch GTV but will rather pay attention to other stations either on analogue or digital platforms. Another 30% of the respondents mentioned that the station will not be getting public recognition due to the image which has fallen. This was followed by a group of people who mentioned that there will be reduction in the revenue for GTV due to the image which has fallen. The implication of this is that a lot of companies will

no longer do their adverts and commercials on GTV and this will have direct implication on the station's revenue.

4.3.2 Effect of Non Patronise of GTV Programs

There were several adverse effects that were attributed to the effects of non-patronise of GTV programs by its audience. The research uncovered that, neglect of GTV programs, reduction in revenue from advertisement and increase cost of production were the immediate effects of non-patronisation of GTV programs. This is indicated in Table 4.4 below. The main issue identified was reduction in revenue for the station as 44 respondents said this. The next was 22 respondents affirming that there is neglect of GTV programmes and the next 20 respondents mentioned that the staff of the station will not be motivated to work well due to the non-patronise of programmes.

Table 10: Effects of Non-Patronise of GTV Programs

No.	Variables	Scores	(%)
1	Neglect of GTV programs	22	44
2	Reduction in revenue from advertisement	44	48
3	Increase cost of production	14	28
4	Reduction in motivation of staff	20	20
4	Total	50	100

Source: Research Activities (2017)

4.3.3 Impact of Lack of Public Recognition for GTV

The research again revealed that, reduction in national and international recognition, rejection of GTV programs and disregard of information from GTV were the adverse effects of lack of public recognition for GTV. This is shown in Table 4.5 below.

Table 11: Lack of Public Recognition for GTV

No.	Variables	Scores	%
1	Reduction in national and international recognition	20	20
2	Rejection of GTV programs	46	46
3	Disregard of information from GTV	34	34
	Total	100	100

Source: Fieldwork (2017)

From the statistics showed in Table above, out of 100 respondents, 20 representing 20% responded that, reduction in national and international recognition was an effect of lack of public recognition for GTV programs. Aside that, 46 respondents representing 46% o stated that, rejection of GTV programs was an effect of lack of public recognition for GTV programs,

whilst 34 respondents representing 34% answered that, disregard of information from GTV was another effect.

The study discovered that, though other effects were known the research revealed that reduction in national and international recognition, rejection of GTV programs and disregard of information from GTV were the adverse effects of lack of public recognition for GTV programs. In an interview with a personnel of GTV who works in the marketing department, he said indeed if public recognition for GTV programs fell, then the organisation could lose its partners and investors as a result of its inability to achieve the primary goal of a media entity. However, he strongly stated that public recognition for GTV programs especially its News items had not decreased but increased. He said this can be attested to as, majority of the audience always was seen GTV News at mornings and evenings.

4.4 SOLUTION TO THE DITCHING IMAGE OF GTV

This part of the write up looked at the best ways of in improving public perception of GTV which is aimed at maintaining the media outlet as the pulse of the nation. The study came to a point that generally; such problem could be solved by developing catching programmes, implementation of ICT tools in the operations of GTV and introduction of innovation in News delivery.

4.4.1 Improving poor perception of GTV

After identifying how the image of GTV is dented, there is the need to find solutions to it. With this, the study went a step further to solicit the views of the respondents on the ideal way to resolve this issue of poor perception that most people already have about the state broadcaster. From what was gathered, improving their programming seem to be on top of the list with more than half of the respondents suggesting that. When the station is able to get the attention of the public with catchy programmes, the image will gradually get back to normal and this will have immediate impact on the corporation.

Also, the use of ICT was mentioned in the data gathered. Most of the TV stations are able to use modern ITC equipment that make delivery pleasing to every viewer but this is not the case of GTV. For them to restore the image and perception, there is the need to invest a lot more into the modern ICT software and hardware. The last issue that came up was rebranding. Rebranding over the years has demonstrated to have given loads of company edge over the other so maybe it is time for GTV to also consider it. TV Africa was able to do some rebranding and invested a lot in technology to catch up with the changing trends so 20 of the respondents also suggested this for GTV.

Table 12: Improving Poor Public Perception of GTV

No.	Variables	Scores	%
1	Developing catching programmes	54	54
2	Implementation of ICT tools in delivery	24	24
3	Rebranding of GTV	22	22
4	Total	100	100

Source: Fieldwork (2017)

4.4.2 Solving Poor Programming at GTV

The study identified that one of the factors that contributed to poor public perception at GTV was as a result of poor programming. The research also unveiled that the problem of poor programming could be adequately improved by hiring technical experts to revamp GTV's programs, building a new and attractive stage sets and lightening and employing advanced programming skills. This is indicated in below table.

Table 13: Solving Poor Programming at GTV

No.	Variables	Scores	%
1	Hiring technical experts to revamp GTV's programs	54	54
2	Building new attractive stage sets and lightening	24	24
3	Employing advanced programming skills	22	22
4	Total	100	100

Source: Fieldwork (2017)

The information illustrated in the above table above depicts that, 54 respondents representing 54% of the total 100 respondents stated that, hiring technical experts to revamp GTV's programs was one solid solution to solve the problem of poor programming at GTV. However, 24 respondents representing 24% responded that building new attractive stage set and lightening the sure way to go. Again, 22 representing 22% of the respondents also suggested, employing advanced programming skills was another way of solving the problem.

Based on the outcome of the research, it was manifested that, the best way to solve the problem of poor programming at GTV was to hire technical experts to revamp GTV's programs, build new attractive stage and lightening and employ advanced programming skills.

The Director of Television at GTV in an interview said that, GTV has done a lot to improve public perception. According to him, GTV has over the years improved programme content. This was achieved with the establishment of the Content Development Unit (CDU) in TV News section whose sole responsibility is to ensure the continuous dynamism of GTV News. It was indeed evident that the best way to solve the problem of poor programming was to hire technical experts in News programming at GTV; a feat that has already been implemented by GTV through the establishment of the CDU at the TV News section.

4.4.3 Solving None Implementation of ICT Tools in GTV Operations

The research findings uncovered that the most appropriate ways of solving the problem of none implementation of ICT tools which was a contributing factor that led to poor public perception.

It was known that employing Open Source (OS) ICT tools, hiring competent and experienced professionals and sourcing funds from government were the best way to solve the problem of none implementation of ICT tools in the operations of GTV. This is illustrated on Table 4.8 below.

Table 14: Solving None Implementation of ICT Tools in GTV Operations

No.	Variables	Scores	%
1	Employing Open Source ICT tools	44	44
2	Hiring competent and experienced professionals	16	16
3	Sourcing funds from government	40	40
	Total	100	100

Source: Fieldwork (2017)

The information shown above in table indicated that, out of 100 respondents, 44 of them representing 44% suggested that, the best way to solve the problem of none implementation of ICT in the operations of GTV was to *employ Open Source ICT tools*. Also, 16 respondents representing 16% answered that, *hiring competent and experienced professionals* was another solution; whilst, another 40 respondents representing 40% responded that, *sourcing funds from government* was a solution. .

From the information given above, employing Open Source ICT tools, hiring competent and experiences professionals and sourcing funds from government were the best solution to solve the problem of none implementation of ICT tools in GTV operations.

4.4.4 Solving Lack of Innovation in GTV News Delivery

When the data was gathered, tallied and analysed, it was realized that, redesigning of GTV News stage sets, employing young newscasters and meeting the needs of viewers all the time were the salient ways of solving the problem of lack of innovation in GTV News delivery. This is shown in Table 4.9 below.

Table 15: Solving Lack of Innovation in GTV News Delivery

No.	Variables	Scores	%
1	Redesigning of GTV news stage sets	64	64
2	Employing young newscasters	20	20
3	Meeting the needs of viewers all the time	16	16
	Total	100	100

Source: Research Activity (2017)

The study summarised that, out of 100 respondents, 64 respondents representing 64% of them suggested that, *redesigning of GTV News stage sets* was the best solution to solve the lack of innovation in GTV News delivery. However, 20 respondents representing 20% stated that, *employing young newscasters* shall help solve the lack of innovation in GTV News delivery. Another 16 respondents representing 16% of the respondents suggested that, *meeting the needs of viewers all the time* was the sure way to go. From the above information, it was evident that

redesigning of GTV News stage sets, employing young newscasters, and meeting the needs of viewers all the time were the sure way to solve the problem of lack of innovation in GTV News delivery.

In the nutshell, it was clear that, redesigning of GTV News stage sets was the sure way to solve the problem of lack of innovation in GTV News delivery.

CHAPTER 5

DISCUSSION OF RESULTS

5.0 INTRODUCTION

The chapter provided the summaries, findings and recommendations of the research, as well as area of study for further studies in reference to the issue of poor public perception of Ghana Broadcasting Corporation (GTV) which hindered efforts in maintaining GTV as the pulse of the nation. Attention was however mainly given to GTV.

5.1 SUMMARIES

The research shown that, the major causes of the poor public perception was as a result of poor programming, non-implementation of Information Communications Technology (ICT) tools in the operations of GTV and lack of innovation in news delivery.

The research made clear that, lack of technical expertise, high sense of maintain tradition and lack of employment of programming skills, led to poor programming which was a contributing factor that has led to poor public perception of GTV.

In addition, it came out clearly that, high cost of ICT tools, lack of hiring competent and experienced professionals and lack of funds were also factors that led to non-implementation of ICT tools in the operations of GTV.

On the other hand, lack of education, high ability to maintain the GTV tradition and implementer's quest to meet global standards were the factors that contributed to lack of innovation in GTV News delivery.

The overwhelming effects of poor public perception of GTV were equally uncovered and the study revealed that non patronise of GTV programs, lack of public recognition for GTV and decrease in people's participation were some of the effects that has contributed to poor public perception of GTV.

It was clear that neglect of GTV programs, reduction in revenue from advertisement and increase cost of production were the effects of none patronisation of GTV programs. Aside that, reduction in national and international recognition, rejection of GTV programs and disregard of information from GTV was the adverse effects of lack of public recognition for GTV programs. The decrease in public participation of GTV News has also brought about increase in difficulty in addressing societal problems, limited ability of GTV News to build new lifestyles and thus making GTV programming boring.

The research equally looked at ways of tackling the negative effects of poor public perception of GTV. It was known the general ways of solving the problem by developing catching programmes, implementation of ICT tools in News delivery and introduction of innovation in News delivery.

Based on the outcome of the research, it was manifested that, the best ways to solve the problem of poor programming at GTV was to hire technical experts to revamp GTV's programs, build new attractive stage and lightening, and employ advanced programming skills. Significantly, employing Open Source ICT tools, hiring competent, and experiences professionals and sourcing funds from government were the best solutions to solve the problem of none implementation of ICT tools in GTV's delivery.

5.2 FINDINGS

The research uncovered the findings in reference to poor public perception of GTV in terms of public participation, encouraging behaviour change and improving public trust to maintain the media entity as a pulse of the nation.

According to the conclusion of the research, it was found out that high sense to maintain tradition was the major factor that led to poor programming at GTV which contributed to poor public perception about GTV. It was also know that, high cost of ICT tools was the major contributing factor that led to non-implementation of ICT tools in delivery of GTV News. Respondents made a choice that high ability to maintain GTV's tradition was the root cause of lack of innovation in GTV News delivery and the ability/abilities to fund their programmes and innovations.

In the face of the facts made available, a reduction in revenue from advertisements was the major effect of non-patronisation of the public in GTV programs. Rejection of GTV programs was the principal effect of lack of public recognition for GTV GTV programs; whiles limited

ability of GTV News to form new lifestyle was the major effect of decrease in public participation in GTV programs.

In solving the causing factors that led to poor public perception of GTV, it was accepted that the best way to solve the problem of poor programming was to hire technical experts or train in-staff in News programming; a feat that has already been implemented by GTV through the establishment of the CDU at the TV News section.

Employing Open Source ICT tools was one of the best ways to solve none implementation of ICT tools in GTV News delivery.

In the nutshell, it was accepted as a fact that, redesigning of GTV News stage sets was the sure way to solve the problem of lack of innovation in GTV News delivery.

5.3 Recommendations

Based on the findings in reference to the social media preferences among the youth, negative effects of advertising of social media on traditional media and its possible solutions, the following recommendations were made:

- Developing catching programming and introducing innovation in program delivery would attract public attention and gradually alter their perception. It may increase viewership and influence increased in revenue generation.

- Hiring technical experts to revamp GTV's programmes would bring about excitement and expectation among the public. In a rebranding effort, it may increase personnel confidence and dedication of achieving greater heights.
- Stakeholders in the media industry taking up comprehensive training in social media and ICT platforms and take complete advantage of the immense contributing propounded by modern technology.
- Stakeholders in the media industry engaging in effective monitoring and evaluation of all programming activities in order to concentrate efforts in satisfying and meeting the expectations of the public.

5.4 Area for Further Research

The research could not cover in details to what extent does ICT involvement and deployment fits the operations of traditional media in other to gain an understanding on the workings of the situation. Contribution of effectiveness of comprehensive programming in forming good public perception was not tackled. Therefore it will be appropriate for research to take of the above for future investigation. This should enable others to develop some of the ideas in this study.

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Appendix A: Questionnaire

QUESTIONNAIRE

Dear respondent, I am a student of the Ghana Institute of Journalism, This questionnaire will aid me to collect information for my academic research work on the title, **PROJECTING AND MAINTAINING THE CORPORATE IMAGE OF GTV AS THE PULSE OF THE NATION IN THE MIDST OF THE PROLIFERATION OF THE MEDIA**. This exercise will help me fulfill the requirement needed for the award of Master of Arts Degree. All information you give, will be treated as confidential. Thank you.

SECTION A: BIO-DATA

Please, tick the answer that best describes you

1. Gender: (a) Male [] (b) Female []
2. How old are you?: (a) Below 25 yrs [] (b) 25 to 30yrs [] (c) Above 30yrs []
3. What is level are you?
(a) Level 100 [] (b) Level 200 [] (c) Level 300 [] d) Level 400 []
(e) Graduate Student []

SECTION B: CAUSES OF FALLING IMAGE OF GTV

Please, tick just one answer that is most appropriate

4. What is the main factor that contributes to the poor public perception of GTV?
(a) Poor programming []
(b) None implementation of ICT tools in delivery of programmes []
(c) Lack of innovation in delivery []
(d) Lack of skilled workforce []
5. What is the major factor that contributes to poor programming of GTV?
(a) Lack of technical expertise []
(b) High sense of maintaining tradition []
(c) Lack of employment of programming skills []

6. What accounts for the non-implementation of ICT tools in the operations of GTV?
- (a) High cost of ICT tools []
 - (b) Lack of hiring competent and experienced professionals []
 - (c) Lack of funds []
7. What is the main reason for fallen image of GTV
- a) Less investment in branding []
 - b) Ineffective PR personnel []
 - c) Lack of funds to invest in image building []
8. What accounted for lack of innovation in GTV delivery?
- (a) Lack of education []
 - (b) High ability to maintain the 'GTV' tradition []
 - (c) Implementers always want to meet global standards []

SECTION C: EFFECTS OF DETERIORATING IMAGE OF GTV

Please, tick just one answer that is most appropriate

9. What negative impact does poor corporate image have on the overall operation of GTV and its other the media outlet?
- (a) Non-patronise of GTV programs []
 - (b) Lack of public recognition for GTV []
 - (c) Decrease in people's participation []
 - (d) Reduction in revenue for GTV []
10. What is the effect of non-patronise of GTV programs?
- (a) Neglect of GTV programs []
 - (b) Reduction in revenue from advertisement []
 - (c) Increase cost of production []

(d) Reduction in motivation of staff

11. How does lack of public recognition for GTV affect the organisation?

(a) Reduction in national and international recognition []

(b) Rejection of GTV programs []

(c) Disregard of information from GTV []

12. How a decrease in people's participation in GTV news does affects its operations?

(a) Make addressing the problem difficult []

(b) Limited ability to build a new lifestyle []

(c) Make GTV programming boring []

SECTION D: SOLUTIONS TO THE DITCHING IMAGE OF GTV

Please, tick just one answer that is most appropriate

13. What do you think is the way forward to improve poor public perception about GTV?

(a) Developing catching programing []

(b) Implementation of ICT tools in news delivery []

(c) Introducing innovations in news delivery []

14. Which of the following solution can best solve the problem of poor programming of GTV?

(a) Hiring of technical experts to revamp GTV programs []

(b) Building a new attractive stage sets and lightening []

(c) Employing of programming skills []

15. What ways can best solve the non-implementation of ICT tools in the operations of GTV?

(a) Employing Open Source ICT tools []

(b) Hiring competent and experienced professionals []

(c) Sourcing funds from government []

16. How can the problem of lack of innovation in GTV programmes delivery be solved?

(a) Redesigning of GTV news stage sets []

(b) Employing young newscasters []

(c) Meeting the needs of viewers all the time []

Appendix B: Interview Format

INTERVIEW FORMAT

1. What is the main factor that contributes to the poor public perception of GTV?
2. How do you perceive the image of GTV?
3. How can the image of GTV be improved?
4. What is the major factor that contributes to poor programming of GTV?
5. What accounts for the non-implementation of ICT tools in the operations of GTV?
6. What accounted for lack of innovation in GTV news delivery?
7. What negative impact does poor public perception about GTV have on the overall operation of the television station?
8. What consequences shall occur when there is non-patronise of GTV programs?
9. How badly does lack of public recognition for GTV affect the organisation?
10. How does a decrease in people's participation in GTV?
11. What do you think is the way forward to improve corporate image of GTV?
12. What solution can best solve the problem of poor programming of GTV?
13. What ways can best solve the non-implementation of ICT tools in the operation of GTV?