

# **GHANA INSTITUTE OF JOURNALISM**



## **ASSESSING THE ROLE OF EFFECTIVE COMMUNICATION**

### **IN WINNING ELECTIONS IN AN ORPHAN CONSTITUENCY, A CASE STUDY OF UPPER MANYA**

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## **DEDICATION**

I dedicate this work to my parents, Comfort Akweley Tetteh and Thomas Tetteh Ayumu  
(Deceased).

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

The ability to establish a common understanding in every setting begins with effective communication. In view of this, leaders must not just only create accurate ideas, they must also be able to put them out so others can adopt them. Successful leadership mainly relies on a person's ability to communicate information, policies, ideas and perspectives to others (National Democratic Institute, 2013). Effective communication is therefore very imperative for the development and growth ranging from social, political, religious, cultural and even family life (Nebo, Nwankwo, & Okonkwo, 2015). Effective communication helps leaders to perform the basic task of planning, organizing, motivating and controlling.

Effective communication is very important in two main respects to those who would wield political power: it is effective communication which elects men to the nation's offices, and it is effective communication which enables men to exercise control over the direction and activity of the government and to incorporate certain opinions and preferences in the policies and laws of the land (Alexander, 1996). For instance, in this COVID-19 era, the President of the Republic of Ghana has adopted communication as an effective medium to pass out vital information to the general public. It can be said that, nothing can be achieved, unless it is effectively communicated (Shonubi & Akintaro, 2016).

The benefits of effective communication in political campaigns and activities cannot be underestimated. According to Graduate School of Political Management (2019), effective communication draws more supporters from orphan constituency, which result in political party's desire in winning elections. Orphan constituency refers to a jurisdiction where a particular political party has never won a parliamentary seat before. In addition, effective communication ensures strength in numbers that is, grassroots members are involved in campaigning. In other words, through effective communication, visions and goals are passed on to the general public. Political communication is therefore to transmit content to specific recipient (Thinkings Heads, 2020).

Up-to-date communication tools make easier and cheaper to reach huge audience with election information. This can be realized through channels and effective strategies (Puth, 2002). In political arena, the following channels can be adopted to enhance effective communication; symbols, pictures, staging a drama, media, etc. (Alfani, 2015). In view of this, Alfani (2015) grouped political channels into three; interpersonal communications, organisational communication and mass communication. On the other hand, Stieglitz and Dang-Xuan (2014) identified the use of social media as a powerful channel for politicians to communicate to the public. According to the Global Network on Federalism (2019), the media channel can be effective through the adoption of any of the following strategies; personal contacts, needs of journalist, regular review, press releases, press conferences, press seminars, prepared articles and internet. Transparent objectives, who, what (and how), why, topics and money are the main requirements for embarking on effective communication.

Those who win elections in the Orphan constituencies are successful, for the most part, because they effectively communicate even if all they do is instill in the electorate an awareness of their name, their party, or their personality. Effective organization and congenial ideology are important, but these alone are not enough. The candidate seeking election has to gain visibility in a competitive world. He competes for the attention of the voter not only against his opponents for the same office but also against others on the same ticket who likewise wish to be visible and popular. This study therefore assessed the role of effective communication on winning elections in an orphan constituency, a case study of Upper Manya.

## **1.2 Problem Statement**

In Ghana, most political parties find it very difficult to win elections and parliamentary seats in most orphan constituencies. These have been attributed to “strongholds” and partisan factors in the country. However, with reference to 2016 election in Ghana, some strongholds were lost by political parties to opponents in some constituencies. A critical review highlighted on the role of effective communication on some of the orphan constituencies. On the other hand, Blewett (2019) argued that, communication does not have effect on winning elections. Therefore, the study assesses the role effective communication plays in winning elections in orphan constituencies.

Voice alone is not adequate for effective communication. Music as well as other channels are needed. Each channel adopted has its own implications on the targeted audience. However, political communication channels have not been given the needed attention by scholars and other writers. Similarly, the concept of communication and its impact on winning elections from the

Ghanaian perspective have been overlooked. Past studies have given less attention to the study variables. This study fills this gap by considering the study variables from the Ghanaian context specifically on the Upper Manya constituency.

Also, political parties are believed to encounter a lot of problems in disseminating information to the general public. Some of the problems can be the use of wrong medium, distortion of information, cost involve, wrong interpretation of the information communicated, loss of life and properties, etc. (Halpern, 2019). However, political parties pay less attention in addressing some of the major challenges. This study provides a practical framework which would aid political parties in addressing challenges that impede effective communication.

### **1.3 Objective of the Study**

The main purpose of the study will be assessing the role of effective communication on winning elections in an orphan constituency, a case study of Upper Manya.

#### **1.3.1 Specific Objectives**

The study specific objectives were;

- I. To examine the role of effective communication in winning elections at Upper Manya.
- II. To establish the relationship between effective communication and election winning at Upper Manya.
- III. To identify the useful communication channels in winning elections at Upper Manya.
- IV. To find out how communication can be improved in winning elections at Upper Manya

## **1.4 Research Questions**

- I. What are the roles of effective communication in winning elections at Upper Manya?
- II. What is the relationship between effective communication and election winning at Upper Manya?
- III. What are the useful communication channels in winning elections at Upper Manya?
- IV. How to improve communication in winning elections at Upper Manya?

## **1.5 Research Hypotheses**

H0: There is no significant relationship between effective communication and election winning.

H1: There is a significant relationship between effective communication and election winning.

## **1.6 Significance of the Study**

### **1.6.1 Political Parties**

Leaders of the various political parties in Ghana will embrace the relevance of effective communication and the role it plays in winning elections at opponents' strongholds constituencies in the near future.

### **1.6.2 Upper Manya**

Upper Manya constituents will gain a fair understanding on how communication influenced their decision on a choice of a particular candidates as well as identifying the various channels that influence on their decisions.

### **1.6.3 The General Public**

The general public will have a clear view on the various challenges that confronts political communication and how to adopt them. This will enable them to appreciate some comments passed out by political leaders in a wake of campaigning.

### **1.6.4 Academic**

Findings from the study will add to the existing body of knowledge on assessing the role of effective communication on winning elections. This will serve as a platform for further research into issues related to effective communication and how to achieve electoral goals.

## **1.7 Scope of the Study**

This study will focus on all the members in the Upper Manya constituency in the Eastern Region. The choice of the scope will be beneficial in examining the study variables as well as fostering data generation. The study sample size will be limited to only respondents at the selected constituency (Upper Manya constituency). Although the sample size will be large, the study will have been broader if the researcher will consider other orphan constituencies. The study will cover the following variables; effective communication, orphan constituency, and, political communication and election winning.

## **1.8 Organisation of the Study**

The study was organized into four chapters and these are; chapter one (introduction) of the study covered areas such as: background of the study, the problem statement, research questions or hypothesis, and significance of the study. Chapter two focused on the literature review: which

comprised of the theoretical literature and empirical literature and finally conceptual framework. Chapter three (methodology) focused on the research design, sampling and proposed method for future studies, criteria for inclusion and exclusion as well as ethical issues. Finally, the chapter four concluded on the study. It reflected on how the research contributed to knowledge and /or research and the outcome of research contribution.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Literature review is a very vital component of every academic study. This enables researcher to review past and current studies on the subject matter of the thesis. The researcher demonstrated a familiarity with literature pertaining to the variables of the study. Key variables reviewed included; overview of communication and political communication, the role of communication and its relationship with regards to winning elections.

#### **2.2 Overview of Communication**

##### **2.2.1 Meaning of Communication**

There is no single definition of communication agreed upon by scholars. According to Lindlof and Taylor (2011), communication broadly studies corporate life as constituted through discursive processes such as conflict, teamwork and leadership. Communication refers to the exchange of information between a sender (source) and a receiver (destination) so that it is received, understood and leads to action (Obamiro, 2008). According to Ramah (1985), communication is the transmission and reception of ideas, feelings and attitudes verbally or non-verbally to produce a favourable response. In the words of Draft (2000), communication is the process by which information is exchanged and understood by two or more people usually with the intention to motivate on influence behavior.

Folarin (2003) defines communication as “any means by which a thought is transferred from one person to another”. Communication is the process by which any person or a group shares

and impacts information with/to another person (or group) so that both people (and groups) clearly understood one another (Soola, 2000). Finally, Communication is from a Latin word-communis, which means common or shared understanding. Communication therefore is a purposeful effect to establish commonness between a source and receiver (Schramm, 1965).

### **2.2.2 Forms of Communication**

- ❖ **Written Communication:** This form of communication uses letters, notices, books, memos, bulletin, procedures or policy manuals, to transfer information.
- ❖ **Oral communication:** Oral communication refers to verbal communication between two or more parties in a particular setting. It is also regarded as one on one or face-to-face form of communicating. It is seen as the best form of communication.
- ❖ **Non-Verbal Communication:** This form of communication is using any form other than written and oral communication to transfer information. For instance, the use of facial expressions and body movement.

### **2.2.3 Principles of Effective Communication**

Mangal and Mangal (2009) identified 7 main principles of communication in fostering its effectiveness. These principles are; principle of readiness and motivation, principle of possession of competent communication skills, principle of sharing and interaction, principle of suitability of the communication content, principle of appropriate media and channel, principle of appropriate feedback and principle of facilitators and barriers in communication.

*Principle of Readiness and Motivation:* The communicator and the receiver should be ready and remain motivated throughout the process of communication (Mangal & Mangal, 2009). Lack of

interest, zeal and enthusiasm on the part of either of them may adversely affect the process and product of communication.

*Principle of Possession of competent communication skills:* The communicator and the receiver should possess some level of competence in communicating and receiving the desired information or message. Possession of the required communication skills is crucial, so that the task of communication, in terms of transmission and reception, may be performed by them effectively.

*Principle of Sharing and Interaction:* Communication is a two-way process. Its success lies in allowing as much as possible exchange of ideas and keeping mutual interaction between the source of communication and receiver.

*Principle of Suitability of the Communication Content:* The content of the message being communicated should be suitable to both the sender and the recipient. That is, it should foster easier understanding.

*Principle of Appropriate Media and Channel:* The effectiveness of the process of communication will depend on the type and appropriateness of media or communication channel used.

*Principle of Appropriate feedback:* Communication flow is deemed to be effective if it continues to receive the desired feedback from the receiver and vice versa.

*Principle of Facilitators and Barriers of communication:* There are many intervening variables lying between the source and the receiver of information in a communication process. The effect of these variables, on the (positive or negative) source and receiver, becomes a decisive factor of the success or failure of communication.

#### **2.2.4 Indicators of Effective Communication**

Communication is not only about imparting a message but also involves understanding of its meaning. It is inarguable that an idea without a successful transmission and correct understanding, no matter how great it is, is useless (Robbins et al. 2010). Effective communication is when the receiver understands exactly what the sender wants to express. According to Ainobushoborozi (2013), every effective communication should exhibit the following characteristics;

- Effective communication must always be complete in conveying all relevant information the recipient.
- Effective communication must take the audience into consideration that is their background such as their education level.
- In addition, effective communication must be concise, should include all vital information required by the recipient.
- For communication to be effective, it should ensure clarity which means placing emphasis on a specific message or purpose at a time, rather than trying to achieve too much at once.
- Effective communication should ensure that there are no grammatical errors in communication that is emphasizing on correctness.
- Effective communication should show the sender's expression as well as should respect the receiver, thus achieving courteousness.
- Lastly, effective communication must be concrete.

### **2.2.5 Communication Channels**

There are numerous communication channels that are available to a modern institution with differing levels of effectiveness and use. According to Harris and Nelson (2008), effective communication channels include; unaddressed documents (bulk mail and posters), written or addressed documents (letters and email), 2-way radio, telephone, video conferencing and face-to-face. They further asserted that unaddressed documents as a form of communication is less effective. 2-way radio, telephone and video conferencing forms of communication effectiveness are moderate while the latter (face-to-face) is the most effective form (Harris et. al., 2008).

Similarly, Wallace (2004) also points out different channels if people want to ensure effectiveness in communication. According to Wallace (2004), the communication channels include; Memorandums, Interview, Telephone, Report, Notice Board, Face to Face Discussion, Questionnaire and Survey, Intranet, Complaints and Suggestions Boxes and Posters.

## **2.3 Political Communication**

### **2.3.1 Effective Political Communication and Election Winning**

Studies have suggested several ways to carry out political message to the target audience. In the context of Ghana, Kuzu (2011) module was adopted in this study. Kuzu (2011) outlined four main modules for effective political communication in Ghana and are described below.

#### *Module I: The Message*

Here, a person or a party want the vote of his or her target audience as a matter of fact, it is important for parties or individuals to put all major objectives or goals for their constituency in

a form of manifesto. In conveying out your messages, it should be accompanied with enthusiasm, energy, passion and perseverance. These qualities are likely to put the person ahead of his or her competitor (Kuzu, 2011). In conveying of information, it is prudent for the person to be abreast with all details relating to economic and social situations in a form of stories (Presta, 2010). This will capture the mind of your audience (Plouffe, 2010).

### *Module II: The Voters and Constituency*

Before embarking on a campaign process, it is very important for the campaigner to familiarize him or herself with the constituency in terms of its geography, history of the constituency, culture, challenges and many more. After getting to know the constituency very well, messages should be tailored to suit the challenge(s) of each electoral area since problems may differ from one electoral area to another (Presta, 2010). Adequate time must be used in explaining your messages as well as addressing the messages of key opponents. The entire voters and constituency members cannot be reached if teams are not formed. Nobody can carry out a successful campaign without a team (Medvic, 2011). Since most of the voters are below the age of 30 years, a lot of attention should be given to youth campaign. Within the constituency, target groups should be identified and they should be part of your campaign messages. Some key groups may include, drivers, market women, footballers, children.

### *Module III: Resources*

This is one of the key modules in carrying out effective political messages. This module covers both the money (resources) and the various media that can be used to reach out target

audience (Medvic, 2011). Political parties should be able to manage its limited resources to reach out as many voters as possible. Also, they should be able to identify useful channels at a particular point in time. Key strategies are street campaign, the classic distribution campaign where T-shirts are worn by team members and step into marketplaces or towns to campaign, street tango where banners or posters are intersected with traffic lights, the ground newspaper where a large sheet of paper or plastic foil are inscribed with large campaign messages, wall of desires or wailing wall where messages are written on long wall made of stones or other material, media work such as radio, print or TV, organize advocates or supporters, chiefs, telephone campaign, and online campaign (Medvic, 2011; Kuzu, 2011).

#### *Module IV: Rural and Urban Areas*

Campaign messages for those in the rural areas should be different from those in the urban areas (Presta, 2010). For instance, the use of online campaign and street campaign can be effective in the urban areas but cannot be applicable in the rural areas. This is because, the rural areas may lack internet. Parties or contestants should be able to prepare their messages to suit the targeted audiences (Presta, 2010; Medvic, 2011; Kuzu, 2011).

### **2.3.2 Political Communication Channel and Election Winning**

Political communication channel is described as a medium or tool that supports the delivery of political messages to target audience (Alfani, 2015). Most of the messages carried out are often in these forms; symbols such as talks, pictures as well as actions. Political communication channels are not mostly used as a form of political message delivery process by political communicators

who have occupying the Office or a particular position in the context of the organisation of the Government or power however, political communication channel with an emphasis on political persuasion is also used by political actors (politicians) who vied for political office in a political campaign (Subiakto & Rachma, 2012). In this study, three (3) main types of political communication were discussed.

### *Mass Communication*

Mass communication is a process in which a person, group of people or an organisation sends a message through a channel of communication to a large group of anonymous and heterogeneous people and organisations (Study.com, 2014). Channels of mass communication may involve television broadcast, radio, social media and print. Similarly, some types of mass communication include advertising, journalism and politics (campaigning). In the political sense, mass communication enables politicians to set agenda for public debate issues, influences people expectation, as well as turning incident to incident. Nimmo (2005) asserted that, there is a strong and a positive relationship between television and newspapers and political communication. TV, radio, newspapers and magazine, online have been reported to the most useful channels (WAEON, 2016).

### *Interpersonal Communication*

Interpersonal communication refers to an exchange of information between two or more people (Berger, 2008). There are two main channels of interpersonal communication that brings learning politics which are family and environment. The family according to past authors is the key source for the study of politics around the globe (Subiakto et al., 2012). This is evidenced by

the outcomes of the large number of similarities between the political orientation of parents and children. In analyzing section which is run by the family in learning politics needed instructions early against what was learned by the family or how the occurrence of that learning process. As part of its effects on the children, the family also communicate political considerations. There is mutual dislike between the scope of the level of political knowledge owned by the parents and the child (Nimmo, 2005).

In addition, interpersonal contacts or interpersonal as well as between groups is an important political channels to note based on two reasons. First, because the channel is not entirely involving the mass media in the political organization. Second, because it is a base for the development of a theory of communication. Informal contacts and relationships face to face is the most common means of communication and most often occur in any society, even though its role is more as the formation of public opinion (general opinion). It is said that the mass media influence over the behavior of voting takes place through so-called opinion leaders, the public opinion forming (Elihu Katz, 2007).

### *Organisational Communication*

The most important organization that influence the politics of early learning is a school. After completing school education, a person may be a member of various organizations, religious institutions, political parties, groups of citizenship, the influential, and groups, all of which affect learning in adulthood (Alfani, 2015). However, the exact consequences of the organization after years of schooling is a relatively small subject researched (Nimmo, 2005). Communication

network of the organization combine the traits of mass communication channels as well as interpersonal communication.

In communications organizations, there are two common types of communication channels, i.e. internal and external channels. The process of internal bureaucratic with communication channel has three aspects. First, people have to have the information as a basis for making decisions. Second, the verdict and the basis of the reason must be deployed so that members of the organization implementing it. Third, there are channels for "organizational talks", the usual daily conversations in carrying out the work. This would create a meaningful membership in the social order that is in progress.

In addition, there is also an external communication channel, for example, it includes media channels to communicate to citizens in general as well as other government organizations field. From the theory of organizational communication, it is an act of communication to share information, ideas or opinions of each participant of the communication involved in order to achieve equality of meaning.

## **2.4 Political Communication and Election Winning**

### **2.4.1 The Role of Effective Communication in Political Campaigns**

Election campaign communication refers to communication by parties or individuals or candidates intended to influence the outcome of election processes. In view of this, Rosenblat and Stark (2015) asserted that, a key role of political communication is to inform the decision of voters to vote for a particular person. They get the attention of the voters by effectively communicating to them by the use of a specific medium. The Graduate School of Political Management (2019)

established that, effective political communication enhances perspectives as well as builds a coalition. To gain influence and attract the support of the other people, effective communication is the key. Effective communication strengthens the number of a political party, that is, from the grassroots to the senior level. Also, through effective communication, visions and goals are passed on to the general public. Political communication is therefore to transmit content to specific recipient (Thinking Heads, 2020). Political communication is important because, when politician performance information is given out, voters are able to benchmark performances to judge one performance against the other (Lieberman, Posner & Tsai, 2014).

#### **2.4.2 The Relationship between Effective Communication and Election Winning**

Past studies have not paid attention to assessing the relationship between effective communication and election winning. However, the very few have focused on establishing the relationship between the various channels and election campaigns. According to Alexander (1996), television has changed the entire political discourse because they keep and record political campaign messages which are used for future references. However, Lazarsfeld, Berelson and Gaudet (1999) have opined that, the impact of television on election winning is difficult to measure since the medium is made up of different individuals with varied range of responses to different stimuli. On the other hand, the United Nations Development Programme has established that, the media such as the internet, television, radio have significant impact on election processes. They further argued that, the host personalities of the various media outlets can induce campaign messages both positively and negatively.

In view of Enli (2017), the media had significantly influenced the manner in which recent political campaigns for election winning are done. It has become an important platform through which politicians communicate their policies and engage voters to buy their vision (Kreiss, 2016). In this digital era, the use of media has established itself as a very important channel in communicating electoral processes around the globe (Wei & Xu, 2019). For instance, in Australia, over 86% of the entire population have quality access to the internet and with about 17,048,864 people who vote, about 14,662,023 of them have access to internet. Out of the voting population, it is recorded that, about 9,530,314 use social media which constitutes about 65% of the voting population (Wei et. al., 2019).

Zhou (2009) although found a weak influence of news media use on political participation, online media exerted a strong influence on political participation however, this influence was completely mediated by political interpersonal communication and social normative and cognitive processes. Rexha (2014) found that, the mass media remains an important channel in performing political communication. Golden, Gulzar and Sonnet (2017) found that political communication influences voters' decisions to vote for a preferred candidate or place greater emphasis on incumbent performance in their electoral calculus. However, Zhu (2015) opined that, internet have little or no effect on political interest, efficacy and knowledge.

### **2.4.3 Improving Political Communication Strategies in Winning Elections**

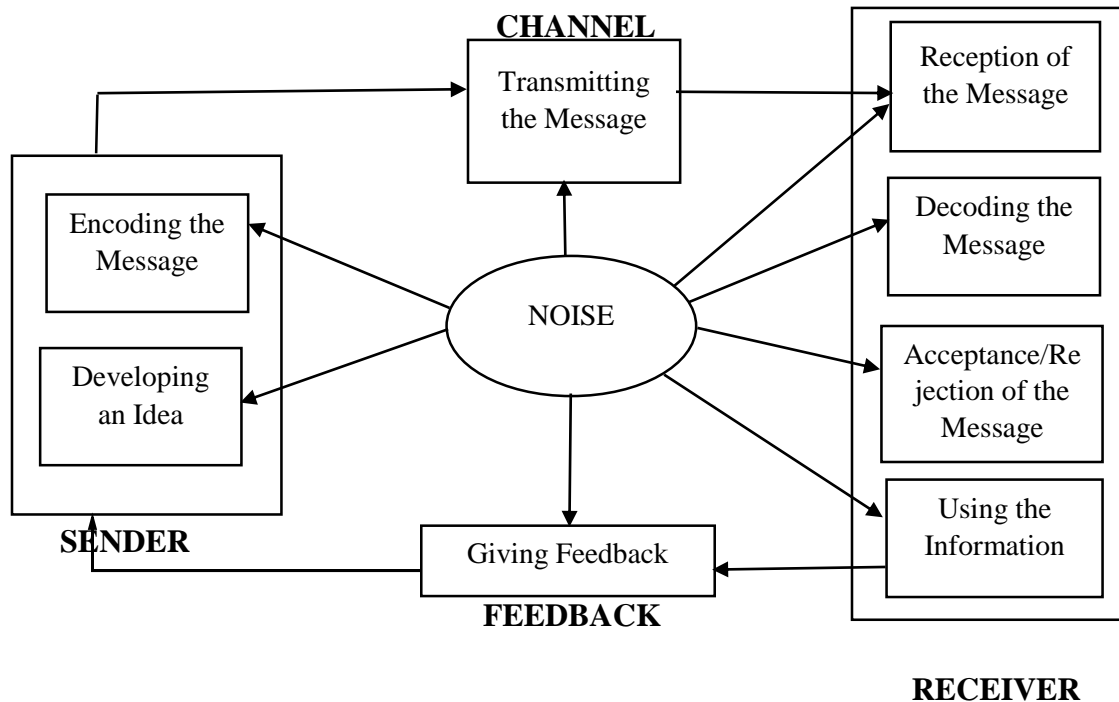
Past studies have focused on the numerous measures to improve political communication as a sure way to win election (Grossman & Michelitch, 2016; Lieberman et al., 2014). Adida,

Jessica, Eric and Gwyneth (2016) opined that, political communication strategies can be improved if there is a presence of accountability. There must be accurate and consistent information about the activities of the politicians to voters (Lieberman et al., 2014). On the other hand, Sweeney (2018) asserted that, the use of social media in communicating during 2016 election was undeniable imperative and therefore in subsequent elections, politicians should adopt social media as a way of improving communication to reach out most of the targeted audience. Golden (2017) argued that, political communication can be improved if politicians adopt Interactive Voice Response (IVR). This is where voice note is sent to large number of constituents to ask them questions and receive feedback. It is believed that, this system of improving communication in Ghana will not be realizable in recent times considering the nature and scope of the economy. Participatory form of communication should be embraced by politicians. When the voters' views are included in political messages, it fosters understanding and improves support.

## **2.5 Communication System**

In the communication system, it is made up of processes. This means, the transmission of information from one person to another person occurs through a process. In the system, communication goes through 8 main processes. These processes are; sender, encoding, message, channel, receiver, decoding, noise and feedback.

**Figure 2.1 Communication System**



**Figure 1: The communication Process**

- ❖ **Sender:** Communication starts with the sender who is the initiator of the message. After generating an idea, the sender encodes it in a way that can be comprehended by the receiver.
- ❖ **Encoding:** This is a process that selects the appropriate language that the receiver understands. Making signals to another person, using shared symbols or putting one's thoughts into a letter are examples of encoding.
- ❖ **Channel:** The channel is a means by which a message is conveyed. A channel connects the sender to the receiver. Channels for communication may include a memorandum, a computer, a telephone, a telegram or a television. The sender must make sure that the

appropriate channel is used to transmit message. Evans (1978) is of the opinion that the choice of a medium depends upon proximity.

- ❖ **Message:** Message refers to idea, thought, needs, emotions etc., put into a symbol, figure, sign, etc. It is the actual physical product being encoded by the source.
- ❖ **Receiver:** The receiver is the person(s) to whom the message is transmitted. In order to decode the message, the receiver has to be ready to receive the message. That is, the receiver should be preoccupied with other thoughts that might cause him or her to pay insufficient attention to the message.
- ❖ **Decoding:** Decoding refers to the process of translation of symbols encoded by the sender into ideas that can be understood. Effective communication can only occur when both the encoder (sender) and decoder (receiver) attach the same or at least similar meanings to the symbols that make up the message.
- ❖ **Noise:** Noise is anything that hinders, disturbs, and interferes with communication whether from the side of sender, the message channel, or the receiver. Noise can occur either internally (wrong encoding, transmission, interruption etc.) or externally (confined environment).
- ❖ **Feedback:** A message generated by the receiver in response to the sender's original message is known as feedback. Feedback is very necessary to ensure that the message has been effectively encoded, transmitted, decoded and understood by the recipient. It enables to evaluate the effectiveness of the sender's message, so that he can modify his subsequent messages.

## **2.6 Theoretical Literature Review**

Quality research should be grounded on theories and models. That is, every good research requires theories (Defee, Williams, & Randall, 2010). Therefore, in the study two main theories were adopted for the study and they are; Agenda Setting Theory and Communication Accommodation Theory.

### **2.6.1 Agenda Setting Theory**

This theory describes the capability of the media to impact significantly on the issues of public agenda (McCombs & Reynolds, 2002). Election campaigns messages are communicated to audience through the use of several media outlets. Without the media, political communication would not be possible. In this regards, the theory postulates that, the creation of public awareness and relevant issues is made known by the news media. The media has the tendency to influence viewers and institute a structure of news prevalence (Rogers & Dearing, 1988). In view of this, politicians have to select the right media to communicate goals and objectives to their constituents and voters since it is their main purpose of winning election. The theory has been criticised with media bias on elements such as politics, economy and culture (McCombs, 2005).

### **2.6.2 Communication Accommodation Theory**

Communication Accommodation Theory (CAT) was propounded by Howard Giles in the early 1920s. This theory projects two main issues;

- i. The behavioural changes that people go through in communicating to their partner,

ii. The level to which people perceive their partner as appropriately attuning to them (Bates & Taylor, 2016).

This theory projects that people adjust or accommodate their style of speech to one another. Since people differ from each other, it is important to construct different messages for different people at all times. For instance, a challenge of community A may differ from that of community B and therefore, politicians ought to differ in their presentations. Communication Accommodation Theory is more focused on the relations among language, context and identity (Infante, Rancer, MacGeorge & Avtgis. 2009). When people are able to communicate well, the sender (politician) is likely to be approved by the receiver (audience or constituents), increases efficiency in communication by both parties and enables the sender maintain a positive social identity.

## **2.7 Models of Communication**

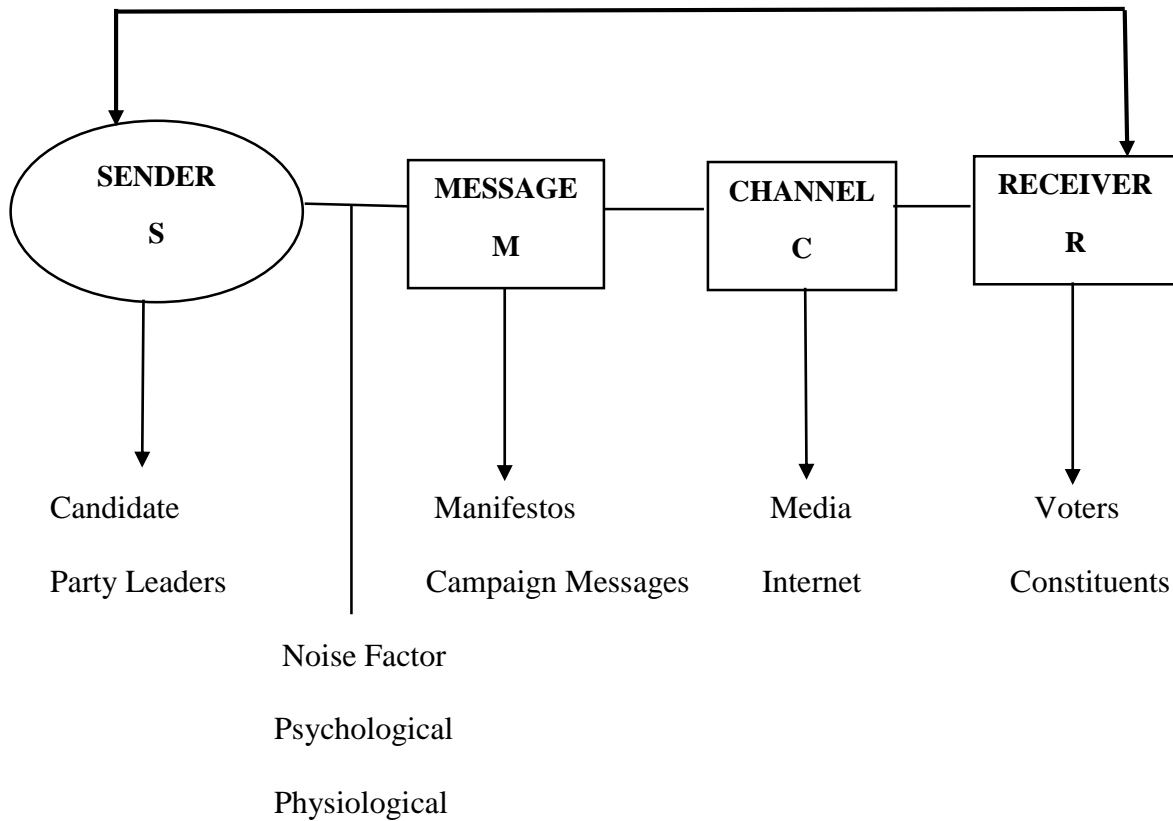
This study adopted two main models of communication. The details of the models are explained below.

### **2.7.1 David Berlo's Model**

In David Berlo's communication model, communication originates from the sender or source. The sender or source could be a political party, a candidate and any relevant player. There exists the message in the communication channel. In political field, their messages are mostly in a form of manifestos and or campaigns messages. In between the sender or source and message, there exist the noise factors. These can adversely affect effective communication. The noise could be psychological, physiological or physical. The noise could also be a misinterpretation from any

opposing candidate. Any form of distraction in the communication process is regarded as noise factor. In this model of communication next to the message is the channel which the message will pass through. It is often through the airwaves. The channel can be the media such as radio, television, or post prints, instruction package or some form of electrical or electronic devices. The final stage of third model is the receiver or the destination. This communication model is also known as SMCR - SENDER-MESSAGE-CHANNEL and RECIEVER.

**Figure 2.2 David Berlo's Model**



**Adopted from: Abifarin (2004)**

Relating to political communication, information is conceived and delivered by the sender who is a politician or candidate. The messages communicated are always in a form of manifestos which spell out their goals and objectives when given the political mandate. However, the messages are sometimes disrupted by misinterpretation from opponents and the general public. In communicating their information, they ought to select the right medium as earlier discussed to make sure that, what they sell out is understood by their target audience. The receiver who are the voters decode the information and take decision out of it.

### **2.7.2 ACT-R Model**

This model was developed by Anderson and Mellon in the 1976. This model expanded on the model proposed by Anderson and Bower in the year 1973. This was originally known as the ACT (Adaptive Control of Thought) model. After the expansion, the authors included the rational part of communicating to the previous model. This theory distinguishes among three types of memory structures during communication flow and they are declarative, procedural and working memory. In the ACT-R model, the declarative memory takes the form of a semantic net linking propositions, images and sequences by associations. Procedural memory which is the long term denotes information in a manner of productions, each production has a set of conditions and actions based on declarative memory. The nodes of long-term memory all have some degree of activation and working memory is that part of the long term memory that is most highly activated. The model suggests that, all knowledge begins as declarative information, procedural knowledge is learned by making inferences from already existing factual knowledge and then inform decision making in the working stage or memory (Anderson, 1976). It is diagrammed in the figure below;

**Figure 2.3 ACT-R Model**



*Source: Anderson, 1976*

In political wise, when a message is communicated, the receiver that is voters go through the declarative memory, production memory and working memory. When a political message is communicated by a politician, the audience perceives the information in forms like images, statements and others. Comparisons and meaning are made at the production memory where audience compares information with relevant facts. After cross checks are successfully done, decision is made by giving out vote to a particular candidate.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter provides an outline of the research methodology used to achieve the research objectives- the design, sampling and proposed method for future studies. Research methodology is the process that a researcher goes through to conduct a research. It also consists of methods that are used in the gathering of information, analyzing information as well as the data techniques that will be used for the data gathering in the future.

#### **3.2 Research Design**

According to Cassell and Symon (2004), research design is defined as a step by step arrangement, which directly link the research question(s) of a study to how data are gathered, analysed and interpreted which is done in an ordered manner. The purpose of this study is to assess the role of effective communication on winning elections in an orphan constituency, a case study of Upper Manya. This study intends to use qualitative design. The review process was employed to integrate results from a large number of studies with many different ways of classifying and measuring the variables: effective communication, election winning and orphan constituency. Qualitative research is “a research strategy that usually emphasizes words rather than quantification in the collection and analysis of data” (Bryman & Bell, 2007). Qualitative research better reflects “assessing the role of effective communication on winning elections in an orphan constituency” which cannot be reduced to numerical values using statistical analysis. In addition,

this report uses the qualitative method to explore the research objectives as it allows researchers to conduct in-depth explorations of a particular phenomenon (Creswell, 2003).

For the purpose of this study, information and data for the study was collected by reviewing past studies in a form of literature review. The literature review was conducted in sections in tandem of the research objectives. The literature was reviewed, criticised and identified gaps which serves as a reference for future studies. Thematic analysis is a method for systematically identifying, organizing and offering insight into patterns of meaning across a dataset (Braun & Clarke, 2012). The literature review was analyzed using thematic content analysis.

### **3.3 SAMPLING: Article Selection Approach**

This section describes how the empirical articles were collected for the purpose of this study which began with an electronic search of academic databases and the Internet. Each article was reviewed independently by the researcher and through subsequent discussions a joint summary of the analysis was produced for each article. The study's article selection approach took the form of a purposive sample in which the researcher examines only the central or pivotal articles in a field: covering the variables under study. Purposive sample refers to where a researcher thinks a particular article fits the study. Selection of article was done based on the researcher's judgement. However, to ensure that article was selected appropriately, it was judged against some inclusion and exclusion criteria. In the literature review, eleven articles were reviewed under useful communication channels in winning elections, four nine articles were reviewed on the role of effective communication in winning elections, nine articles were reviewed under the relationship between effective communication and election winning and finally, five articles were reviewed on

how communication can be improved in winning elections. In all, 29 articles were reviewed on the research objectives in the literature review. Key studies include; Subiakto and Rachma (2012), Alfani (2015), Rosenblat and Stark (2015), Lieberman, Posner and Tsai (2014), Enli (2017), Kreiss (2016) and Lieberman et al. (2014).

### **3.3.1 Inclusion Criteria**

Articles included covered the variable effective communication and winning of election, information on useful communication channels in winning elections included only political communication channels, information on the role of effective communication in winning elections fell within 2010 till present. Also, literature included long essays and empirical evidence. Information on the relationship between effective communication and election winning included on empirical evidence in past articles and information on how communication can be improved in winning elections focused on information in present times and also involved both empirical evidence and long essay. Right theories and models used to link effective communication to election winning was part of the inclusion criteria.

### **3.3.2 Exclusion Criteria**

Any information which is not directed to effective communication and election winning is excluded from the study. Nonpolitical communication channels were excluded from the study and theories and models not related to effective communication and election winning was excluded from the study.

### **3.4 Proposed Method for Future Studies**

This section described the methodology and techniques that will be used to conduct the research in future. For future studies, it is anticipated that, dissertation will be considered instead of long essay. This is because a detailed and comprehensive conclusion can be drawn which can be applied in political and electoral processes. The best fit method require for future studies will be quantitative approach. As a result, future studies will undertake the study quantitatively. Quantitative research methods focus on numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships (Leedy, 1993). The survey method will be used to gather data and information. The survey method is described as an approach which focuses on quantitative analysis, where data are gathered through the use of questionnaire, interviews or published statistics. Also, the survey approach is any procedure in which data are systematically collected from a population or a sample thereof through some form or direct solicitation such as questionnaires (Campbell, Machin & Walters, 2007).

Questionnaire will be used in the future to gather primary information. The benefits of using questionnaire will include the follow; less expensive, enables respondent adequate time to complete the instrument as well as limiting Hawthorne effect given its anonymity. The instrument will be structured with closed ended questions. The validity and reliability of the questionnaire will be tested. The validity will be tested using both face and content validity. On the other hand, the reliability will be tested using test retest reliability. The population of the study will be limited all the 72,092 members in the Upper Manya constituency in the Eastern Region (Ghana Statistical

Service, 2010). An appropriate sample size will be drawn using Slovan's formula. From the formula, the sample will be drawn below;

$$n = \frac{N}{1 + N(e)^2}$$

Where n= sample size, N= population size and e= margin of error. The researcher accepted 5% error.

In future studies, sampling will be done using probability and non-probability approaches. A probability sampling method is a method that is based on some form of random selection criteria (Trochim, 2019). In future studies, simple random technique and convenience sampling technique will be used. Simple random technique is a probability sampling technique where members of a population have equal chances of being selected (Freriths, 2008). According to Doku (2012) non-probability (convenience sampling) is a type of technique that relies on data collection from population members who are conveniently available to participate in study. It will be suitable for gathering primary data and the data will be collected based on the readiness of the respondents. Simple random sampling technique will be used to select households to avoid any potential bias while convenience sampling will be used to select the respondents. The data that will be collected will be quantitatively analyse with the help Statistical Package for Social Sciences (SPSS, Version 20.0).

Future studies will anticipate the following potential limitations; the research instrument will be constructed in English language and therefore key meanings and information are likely to be distorted. This is because, the researcher will have to translate most of the questions in the local

languages since most of the respondents will be familiar with the local languages as compared to the English language. Also, data collection will be hectic and tiring. Since, the researcher will have to explain all questions to each respondent. Again, the researcher will have to move from one locality to another in order to attract eligible respondents in order to complete the research instrument. Finally, the study is likely to be limited by time and financial constraints. However, with proper time and budget plan, the future studies will be able to deal with time and financial constraints.

To ensure ethics, the researchers' supervisor will go through the study to ensure that, everything that will be done is in line with the laid down procedures by their University. Also, the study will ensure the following ethical principles; confidentiality, autonomy, justice and beneficence and non-maleficence.

*Confidentiality:* The information that will be collected from the respondents will be kept confidential and stored on a password-protected computer with limited access to the researcher and his supervisor(s). Also, respondents name will not be taken or indicated on the questionnaire.

*Autonomy:* Respondents will be given the right to withdraw from the study and participation should be voluntary.

*Justice:* Selection of respondents will be done based on convenience. The respondents will be treated in the same way, regardless of their age, background or belief.

*Beneficence and Non-maleficence:* Respondents will be informed that there will be no direct benefits to them by participating in the research study and that the indirect benefits of the study

will include generating data for policy making. Respondents will be assured that the information provided will not be used to harm them.

## **CHAPTER FOUR**

### **CONCLUSION**

#### **4.1 Introduction**

The chapter describes the conclusion deduced from the literature reviewed and also outlined some recommendations for the purpose of future studies. Here, the study analysed the literature reviewed based on the research objectives.

#### **4.2 Analysis of Study's Literature Review Findings**

##### **4.2.1 The role of effective communication in winning elections**

This section examines the function of effective communication in winning elections in Orphan constituency. Critical reviews and analysis revealed a diverse roles of effective communication in winning elections. However, the paramount role of effective communication is to win the vote of the people. According to Rosenblat and Stark (2015), the pivotal function of effective communication is to inform the decision of voters to vote for their preferred candidate. Every message delivered to voters is to persuade them and win their vote. It is however argued that, communication does not impact on the decision of voters to decide whom to vote for. For instance, Blewett (2019) opined that, no matter how information is communicated, it does not influence the decision of voters rather, voters elect their preferred candidate based on partisan. In other reviews, political communication enhances perspectives as well as builds coalition. The Graduate School of Political Management (2019) opined that, election can only be won if there is togetherness among a particular political party. Coalition can only be built if there is an effective

comunciation among the party members which can win them election. Another important role of effective communication in winning election is benchmarking. According to Lieberman, Posner and Tsai (2014) through effective communciation, voters are able to benchmark performances to judge one performance against the other. By comparing performances, they are likely to choose a particular candidate if satisfied with the performances (Lieberman et al., 2014).

From the foregoing, there are several roles of effective communication but the most important role of effective communication in willing election is to get the attention of the voters. Through communication, they sell their policies to the public, inform them of the benefits they will derive and influence them to a particular campaign train. This conclusion is line with study by Rosenblat and Stark (2015) who identified that, effective campaign influences the decision of voters. On the other hand, it is not consistent with previous studies by Blewett (2019) who found a zero relationship between effective communication and winning election.

#### **4.2.2 The Relationship between Effective Communication and Election Winning**

This section establishes the relationship between effective communication and election winning in most orphan constituencies. Different authors have highlighted their views on the relationship between the study variables. Most of the relationship proposed was among the channel of communication and its effect on election winning. According to Alexander (1996), he brought out that, when it comes to the media, television has had a significant impact on electoral processes and election winning. This is because almost all the messages of the political parties are kept and well discussed by the television and therefore, it informs the general public on who have the right policies and wrong policies. Political candidates try to put their message in the best manner in

order to attract the votes of the citizens. Similarly, Nimmo (2005) established that, there is a strong and a positive relationship between television and electoral campaigns. In other words, TV influences election winning. In view of this, WAEON (2016) reported that, TV is the most useful channel and has a significant relationship with election winning. This point has however been disagreed by Lazarrsfeld et al. (1999). They argued that, there is a difficulty in measuring the impact of TV on election winning. In other views, studies have found that, internet that is the social media has a strong and positive relationship between on election winning. For instance, Enli (2017) established that the media had significantly influenced the manner in which recent political campaigns for election winning are done. The internet has become a very strong tool in influencing election winning (Kreiss, 2016). These findings have been criticised by several past studies (Zhu, 2015).

From the foregoing, the researcher can infer that, there is a significant relationship between effective communication and election winning. The relationship can either be positive or negative. In the above literature review, most of the studies focused on just the positive relationship rather than both positive and negative.

#### **4.2.3 The useful communication channels in winning elections**

This section identifies the important communication tools necessary for election winning in orphan constituencies. From the literature reviewed, it was identified that there are several channels of communication. The reviewed revealed three major forms of political communication and are; mass communication, interpersonal communication and organisational communication. Among the three forms of communication, Subiakto and Rachma (2012) concluded that mass

communication is the best. In addition, the study brought out several tools that can be used in mass communication. The most important tools in mass communication are television, radio, the internet and print. Comparing the important tools in mass communication, television was identified as the most effective medium. Nimmo (2005) established a significant effect of television in disseminating political messages to enhance election winning. Similar to the above finding, WAEON (2016) also concluded that, TV, radio, newspapers and magazine, online (internet) are the most useful channels used in winning elections. Other communication channels include; organized groups, telephone, street campaign, the classic distribution, street tango, the ground newspaper, wall of desires or wailing wall, chiefs (Medvic, 2011; Kuzu, 2011).

From the findings, it can be affirmed that, TV, radio and internet (online) are the most effective channels used in communicating campaign messages and other vital messages to the public with the aim of winning the votes of the people. This finding is in line with the earlier studies by Nimmo (2005) and WAEON (2016) who all concluded that TV, radio and internet are the most useful channels in winning election. This finding has been criticised by Zhu (2015) and Zhou (2009) who established that, the internet and TV are not the most effective tools in winning elections.

#### **4.2.4 Improving Political Communication Strategies in Winning Elections**

This section brings out the numerous ways of improving communication strategies in winning elections in Orphan constituencies. From the literature review, it was found that, political communication strategies can be improved in several ways. For instance, political communication strategies in winning elections can be improved if there is openness and accountability (Adida et

al., 2016). With proper accountability, political communication strategies geared towards winning election is likely to be improved. The adoption of Interactive Voice Response (IVR) was found to be another way of improving political communication strategies in winning elections. According to Golden (2017), he found that, politicians are more likely to improve communication if they implement Interactive Voice Response.

From the above reviews, it can be concluded that, two ways to improve political communication strategies in winning elections are; accountability and the use of Interactive Voice Response (IVR).

### **4.3 Recommendation for Future Studies**

The main findings of this present study's literature review which will serve as a proposition for future studies are;

1. The literature reviewed depicts that there is numerous function of effective communication in winning election but the most important role of effective communication in willing election is to get the attention of the voters and also to enhance and support building coalition.
2. The literature revealed established the relationship between effective communication and winning elections. Findings revealed that, there is a significant relationship between effective communication and election winning. Also, the internet and the TV has a significant relationship with election winning.

3. TV, radio and internet (online) were found to be the most effective tools that can be used in disseminating campaign messages and other relevant messages to the public with the aim of winning the votes of the people.
4. Finally, the reviewed showed that, political communication strategies in winning elections can be improved through accountability and the use of Interactive Voice Response (IVR).

It is however recommended that, future studies should adopt the quantitative approach in assessing the role of effective of effective communication in winning elections in Orphan constituencies. Future studies should use the right methods to select respondents who will participate in the study. Also, future studies should use the survey method to gather data and information through the use of questionnaire. Data should be analysed with the help of Statistical Package for Social Sciences.

#### **4.4 Conclusions**

There are several factors that influence election winning in an orphan constituencies and effective communication is one of the factors. In this regards, the study was aimed at assessing the role of effective communication on winning elections in an orphan constituency, a case study of Upper Manya. Specifically, the study sought to examine the role of effective communication in winning elections, to establish the relationship between effective communication and election winning and to identify the useful communication channels in winning elections. The study used the qualitative approach. The study revealed that, the role of effective communication is to win the attention of the public to get their votes. Also, there is a significant relationship between effective

communication and winning elections. TV, radio and internet (online) were found to be the most effective channels for political communication. Finally, Interactive Voice Response (IVR) was found to be a way of improving political communication.

Future studies should consider the topic to bridge the gap in literature by providing contributing to studies on the variables since this is a new topic and lack information. Future studies should provide a detailed insight on both the positive and negative relationship between communication channels and election winning. The right medium that should be used by politicians to win their vote will be well discussed in future studies. Future studies should consider more ways of improving political communication strategies in winning election and should also empirically assess the role of effective communication in election winning since past studies failed to do so.

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