

CATEGORY DEFINITIONS FOR CAMPAIGN LANGUAGE MONITORING ON RADIO

1. Date Monitored

- The study is conducted over a nine-month period, from April to December 2016.
- The date of monitoring is the date on which the particular programme content was aired.
- It is recorded as the day, month, and year of recording.

2. Time of Broadcast

- The time of broadcast of the programme being monitored is recorded as:
 - a) Morning,
 - b) Mid-day,
 - c) Afternoon,
 - d) Evening or Night
- The specific time is to be given in the box provided.

3. Name of Radio Station

- There are 60 radio stations whose programme contents are to be monitored and studied.
- They are identified by name and coded.
- They are mostly privately owned and are selected from all 10 regions of Ghana.

4. Ownership of Radio Station

For more detail, however, ownership examines whether the station is owned by:

- a) State
- b) Community
- c) Business person (private, commercial)
- d) Politician
- e) Other

5. Location of Radio Station

- The radio stations to be studied are located throughout the country – in all 10 regions.
- Greater Accra has the highest number of 20 followed by Ashanti (10), Brong Ahafo (7) Northern region (6) Eastern (4), Western (4), Volta (4), Central (2) Upper East (2) and Upper West (1).
- They are all identified by city/town, district and region in which they are located.

Programme Identification 1

The programme to be coded is identified by:

6. Title /topic of Programme

- This specifies the exact title or topic of the programme coded. Coding could be on a segment of the programme but we need to identify the programme itself by name.

7 Brief Summary of Story Coded

- A brief summary of the particular news story or item monitored would be provided in a sentence or two to aid in an assessment of the story at a glance.

Programme Identification 2

8. Type of Programme

- Looks at whether the item monitored was a news story/item or written from the radio station's own sources and aired as its main news story/item; documentary or
- A discussion programme aired in the morning, mid-day, afternoon, evening, night; or
- An interview granted by any of the above sources.

9. Origin of Programme

- Records whether the programme coded is part of the radio station's own programme schedules; or
- Is one broadcast from an affiliate radio station;
- From another radio station; or
- From an identifiable newspaper source; or
- From a television station.
- It also makes provision for political party ads or jingles and unplanned programmes.

10. Language of Broadcast of Programme

- This documents the language(s) in which the particular programme or item was broadcast.
- It does not necessarily record all the languages in which the radio station concerned broadcasts.

11. Duration of Programme

- Records the duration of the entire programme within which the segment coded was broadcast.
- It is measured in minutes.

Host/Guest Identification

12. Name of Programme Host/Presenter

- Identifies the host or presenter of the programme or item coded by name.

13. Gender of Host/News Presenters (s)

- Identifies whether host or presenter of the programme is male or female

14. Number, Names, Gender & Political Party /Group Affiliation of Guests /Discussants

- Political discussions usually have a number of guests or discussants who represent various political parties and/or pressure groups.
- The number and names of guests/discussants and their political representations are to be recorded.

15. Main Subject of Story/Programme/Discussion

- The main subject of the story or programme can be political, economic, social, cultural or a mixture of these involving politicians.
- Subjects will include political party activities, defections, corruption, conflicts, disagreements, voter education, etc.

- For the purposes of this study, the programme or news item is classified as political if it relates to the government, opposition parties, their officials and all their activities.

16. Attribution/Sources of News/Programme Content

- These were the sources or originators of the broadcast programme/news item.
- They could be the President, Vice-President, opposition politicians, opposition parties, pressure groups, party officials, other political actors;
- Also, radio station's journalists or other news media sources such as newspapers, GNA, Reuters, CNN, BBC, affiliate stations such as Peace FM, Joy FM, etc.
- The story is classified as "un-sourced" or "anonymous" if it has no clearly identified source from whom/which information was obtained
- A release from some external groups such as the government, the opposition or some other pressure groups; or party officials

17. Political Party Mentioned or Referred to

- The study focuses on political discourse and involves all registered political parties in Ghana's parliament and their followers.
- Stories/programmes/discussions of and about these people and their parties are coded.
- Also coded is political discourse involving pressure groups and other political parties which may affect political parties in the study.

18. Main Actor(s) Named in the Programme, News Story or Discussion

- This addresses the question: who is the main subject of the programme, discussion, news item or story?
- The person or people involved in the story or about whom it is broadcast or people quoted or referred to in the programme, story or discussion.
- They include the President, the Vice-President, former Presidents, former Vice-Presidents, leaders and officials of ruling and opposition parties, etc.
- They also include those acting on behalf of the political actors and/or their political parties.
- There could be more actors in a given story. The study notes and records the three (3) main actors.

19. Language/Expressions Used on the Programme and its Import 1

- This records the nature and type of language – remarks, expressions, comments used in the programme or item coded.
- It seeks to document whether the language used promotes or is:
 - a) Civil or conciliatory;
 - b) provocative or controversial;
 - c) insulting and offensive or otherwise;
 - d) promotes prejudice/bigotry or otherwise;
 - e) divides or unites;

- f) is capable of provoking or engendering violence (physically, verbally or otherwise) or not, etc.

Language/Expressions Used on the Programme and its Import 2

- Adjectives or adverbs or some other emotive words which have the tendency to convey more than their superficial meanings.
- They might include value-laden words which would be examined for their denotative and connotative meanings.
- Coders are expected to record verbatim the exact words, phrases or sentences broadcast which have been coded under the category selected above.
- This helps substantiate or verify the exactness of the categorization and to add to the repertoire of language use in that category.

DEFINITION OF DIFFERENT LANGUAGE/EXPRESSION TYPES

1. Insult:

- They are any words, expressions or language meant to degrade or offend others. Insults attack the person using words such as thieves, fools, stupid, greedy bastards, unintelligent people, etc.

2. Hate speech:

- Insults which are said against a group of people based on their gender, nationality race, religion, etc. to degrade and/or offend them and hold them out to public scorn and hatred.

3. Prejudice and bigotry:

- Expressing instinctive views or biases against someone based on preconceived ideas and/or unreasonable dislike for a group of people.
- “Ewes are backward and inward-looking.”
- “Ashantis are proud people.”
- “Akyems are arrogant people.”
- “What else do you expect from a Northerner?”
- Bigotry also encompasses intolerance of the views of others.

4. Ethnic slurs and stereotyping:

- Similar to issues which result in hate speech

5. Inflammatory expressions:

- Statements likely to provoke anger in others and/or promote violence in society.
- “Ghana will burn if we don’t win”. “Ghana will be like Kenya ...”

6. Incitement

- Statements which provoke immediate action by others and can lead to violence.
- “Go and besiege the EC office with implements to prevent our opponents from cheating”.
- “Slap any opposition member who annoys you”.
- “Confiscate suspicious ballot boxes”, etc.

7. Expletives:

- Swear words. Rude and unsavoury expressions unfit for publication/broadcast but used in reference to others, nonetheless.

8. Unsubstantiated allegations:

- Statements meant to offend and impugn the integrity of a person calculated to bring them to public ridicule usually without evidence.

9. Gender Specific Insults

- Offensive words or speech directed at someone just based on their gender; usually more painful.
- “You are a prostitute or a witch”; or
- “Only prostitutes enter into male domains”.
- “No decent woman will speak the way you speak”.
- “Any man worth his salt will be bold enough to enter the presidential race or debate”.
- “When we are talking about men, we do not include the likes of you or him”, etc.

10. Divisive expressions:

- Any expression that seeks to create division among groups of people or communities on the basis of party affiliation, religion or ethnicity ;
- It could also be based on other such groupings as making allusions to previous conflicts which exist or have the potential to ignite old wars among identified groups of people or create ill-feeling.
- Examples: “A Muslim cannot be President of Ghana” or “a Fanti cannot lead this nation.”

20. Give specific quotations of the indecent or extraordinarily decent remarks made by the discussants/callers/hosts during the programme

21. Indicate the action(s) or inaction(s) of the host or moderator about the indecent remark made on the programme

22. Programme Handling by Hosts

- This assesses the critical role of hosts/presenters in moderating programmes coded.
- It examines their handling of in-studio discussions, phone-in segments, interviews and time allocation.
- Depending on their performance, they are rated:

a) Good, or

b) Bad

- Monitors are expected to give reasons for their answers and to indicate which host is being referred to. The reasons must indicate the exact action or inaction of the host whenever an indecent remark was made during the programme.

23. Type of Story Embellishment/Enhancement Used

- Programme enhancements or embellishments include proverbs, well-known expressions, jokes, anecdotes, portions of songs/music and laughter.
- These are sometimes contained in news stories, programmes or people's submissions during discussion programmes.
- Also, any adjectives, adverbs or phrases with the tendency to colour or embellish the story, item, programme or news report.

24. Focus of News/Programme/Discussion

Monitors are expected to code whether the news, programme or discussion is:

- a) Issues-based;
- b) Personality-based; or
- c) a mix of the two categories in given proportions

If the programme defies any such categorization, monitors are expected to indicate so.

25. Event/Occasion Broadcast

- This looks at the event or occasion based on which the broadcast is made or news item is broadcast.
- Occasions identified include:
 - a) Press conferences, media briefings, etc.
 - b) Political party congresses/rallies,
 - c) Parliamentary proceedings,
 - d) Interviews granted to the radio station by politicians or others in which political actors and/or their parties are mentioned,
 - e) Social events; and
 - f) Efforts by reporters or journalists to gather their own news through environmental scanning.
 - g) Other

26. Story/Programme Setting

- The setting of the story, programme or item broadcast looks at the location where the event reported took place.
- This includes:
 - a) the locality and district of the radio station,
 - b) other districts,
 - c) the region or regional capital, or
 - d) the national capital of Ghana.
 - e) Other

27. Any Other Observations

- Monitors are to note down all observations made about the news, programme or discussion they code including:
 - a) particular music/songs played,
 - b) refrains used,

- c) repeated expressions made,
- d) Specific sound bites repeated,
- e) Attitudes/behaviours of hosts and/or particular discussants, etc.