

Gender Representation in a Ghana Newspaper: A Corpus Analysis

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Abstract: - Newspapers are meant to circulate vital and national information to people in and out of a country. This paper investigates the content of gender headlines or columns of Daily graphic newspapers in Ghana. Genders, a matter of importance is discussed every day in newspapers, especially the daily graphic, which is the official national newspaper of Ghana. As part of its relative captions under which issues are discussed daily is 'Gender'. The paper seeks to investigate what gender information constitutes the discussions made or carried out in the column. This paper employs content analysis and corpus linguistics as a major tool to facilitate this investigation. Results from the analysis indicate that though the grammatical description of gender constitutes male and female, the study revealed that about 85.6% of issues discussed in the newspaper under 'gender' are on about women or female.

Keywords: - newspapers, gender, gender representation, corpus linguistics.

Introduction

Our society is engulfed by gender lore and discussions from time past. Mass media, specifically, newspapers reinforces gendered view in societies (Rollero, 2016). The issue of gender has been of interest to many, especially Africans. It is, however, according to most literature ever-present in our conversation, folktales, humor, and conflict, and it is the basis upon which every discussion is built most important in homes and Ghanaian societies.

Gender issues are paramount to the development of every country. The government and leaders try to handle such issues with the maximum decorum as possible to prevent any prejudices and biases. The media in Ghana and across the world carry gender issues in most headlines every day. The content of these headlines is denser and cannot be speculated as against other news headlines.

The headlines, in most instances, provide the essential information about the story that follows, implying that they act as summaries. Both attract the attention of people and make them purchase the newspapers. The headlines are expected to act as eye-catchers or an appetizer for readers of different social status.

Several research works have been done on the media representation of women or females in developed and developing countries, and it reveals the presence

Of several daises. Women are represented in many ways in the many facets of society. Despite the media's significance in the promotion of issues such as health/ societal welfare, some Canadian scholars argue that 'the Canadian media is biased when it comes to gender representation' in the political landscape (Fleras, 2012). This suggests that the biases against women in media reportage are universal. These biases continue despite efforts made by governments and various non-governmental organizations to promote the tenets of balance in gender representation, objectivity on issues, and impartiality under the multicultural employment equity and broadcasting policies.

And the question is, 'why do we see the media's contribution to our gendered expectations and experiences?'. The media has an emotional and cognitive mechanism by which it affects society; for all genders, this influence appears to be identical. Therefore, it is important to consider gender disparities in media content, as well as any gender disparities that arise concerning the nature and quantity of media use, to understand the impact of media on women and men.

In spite of the progress made in the media landscape about the discussion of national issues that foster unity and fairness on gender reportage, many articles

continue to deviate from the unity agenda. In recent times, there have been agitations on representativeness in all aspects of the Ghanaian life and, most importantly, how issues on women and children are projected in society. The media landscape in Ghana is seen as the front liner when it comes to educating and disseminating information to the general public. The Daily Graphic, as a national newspaper primarily disseminates information, has several sub-headings that constitute the general paper. 'Gender' is one of such sub-heading in the paper it discusses issues on gender, educate the public on gender issues as well as providing men, and women the chance to discuss things concerning them in that column. However, the discussion of 'Gender' issues are perceived in our society to have gained grounds due to the projection given to male dominating stories or headlines in the media.

Nonetheless, the representation of women in the media has equally taken a different turn by fighting back male dominance, male issues, and male development in society. But from the perspective of the Daily graphic, the 'Gender' is meant to discuss gender issues in the country and even beyond. It is in light of this that this paper through Corpus Linguistics investigates the dimension(s) taken by the reportages of the daily graphic on gender issues. The focus of the paper is to find out whether there are daises in the reports on the side of males or females. This paper also sought to fill the gap by confirming or otherwise the many research results that claim that the print media, especially newspapers, discuss and project males more than females.

Research Questions

The research aims to examine and discuss female-male representation in the Daily Graphic newspaper of Ghana. The following research questions guided the study.

1. What is the relative frequency of 'Gender' representation (men and women) in the Daily graphic newspaper?
2. How are men and women represented in the Daily graphic newspaper?

Review of Related Literature

Gender and Gender Representation

Ontologically, gender is explained in diverse ways which presents desired effects for the type of research conducted. From the perspective of the essentialists, gender is the dichotomy between an individual's physical sex, which biologically determines them as masculine or feminine. In the perspective of postmodernists, gender is a flexible and non-dichotomous construct created by society (Krijnen & Van Bauwel, 2015). "Gender in grammar is one of the two or more classes inflected based on such distinctions as masculine, feminine and neuter, or animate and inanimate..." (The Encyclopedia Britannica, 1997, p. 457). Gender, in large part, is "a social construction that is imbued with symbolic acts" (Zayer et al., 2012, 335), which means that "in essence, doing gender involves the manipulation of symbols to manage the dual presence of femininity and masculinity in any given situation" (Martin, Schouten, & McAlexander, 2006: 173).

The concept of gender has become vital in recent social discourses. When gender is used in social analysis and cultural roles, it shows how women's subordination or men's domination is constructed socially. This and many other factors may be reasons for the emerging debate and projection of gender-related discourses around the world which has, for the time past, sipped into the media landscape, either to educate the populace on gender matters or to help streamline the disparities found in gender.

Khan (2010) believes that Pakistan's media materializes women. Print media, especially newspapers, place women in the relationship of subordinate, passive and sexual objects (McRobbie, 1996). Both electronic and print media advertisements portray men as dominant. Cortese (2015) claimed that when women are described as passive and subordinate, they are ignored and belittled in advertising; as sexual objects obsessed with housework. He asserted the bombardment of women by advertisers with their inherently flawed information. They convince women that if their bodies are unattractive, men will not love them.

Rollero (2016) presented that women play more entertaining and decorative roles in newspaper representations. Compared with men, they are more often objectified, more attractive, and often wear

attractive clothes (Rollero, 2016). The basic information of the advertisement emphasizes sex, and women are usually the sexual objects (Nagi, 2014). The female body is used to participate in advertisements to varying degrees, believing that there is nothing to hide and reveal about sex (Bughio, 2015). Bughio (2015) stated that the advertisement portrays women in dual positions, housewives and models, and men as breadwinners. Goffman (1978) explained that men may do “female tasks”, but never under the watchful eyes of women.

Women are portrayed as subordinate, unreasonable, beautiful, and emotional characters without authority or control over events (Heathy, 2020). Contrastively, men occupy a strong dominant position with reason and courage, but have limited emotional disclosure (Cankaya, 2013). In addition, newspaper advertisers portray women with unreal beauty that cannot be achieved in reality. Döring & Pöschl (2006) pointed out that by communicating specific male and female images, for example, through gestures and roles.

Gender representation is crucial in understanding the covert meanings through linguistic choice in such space. Hether and Murphy (2010) revealed that women are represented 38% in health storylines in famous television programmes. Schwartz et al. (2010) reported a three times higher frequency of representation of men to women in newspapers. Turner (2010) provided a ratio of male and female as 3:1 in a music video on a television show. In newspaper advertising, the content is interpreted as masculine or feminine by society.

Empirical Review

Enwefah (2016) also discussed Gender Equality in Nigeria's newspaper editorial and reporting staff. As a social issue, the researcher stated that the issue of gender misrepresentation and stereotyping persisted, albeit to varying degrees, holding a central role in the discourse of social sciences across cultures. The mission of Enwefah was to find a fair portrayal of the sex in the mass media by discussing the existing problem of gender misrepresentation and media stereotyping. Results from this research have shown that there is overwhelming male domination in newspapers on both editorial and reporting levels,

regardless of the large number of female enrolments found by mass media and journalism school.

Dragaš (2012) investigated how gender-related discourses are represented in headlines of some prominent daily newspapers in the USA. He established the significance of headlines as a means of arresting the attention of readers to a particular story in the newspaper. The researcher acknowledged the stereotype society of America and how this stereotypic society and tendencies represent women. Dragaš maintains that despite the progress of democratization in America, the struggle against stereotypes and strengthening of the civil society and media discourse still belongs to the male domain, leaving no place for the women to occupy or project themselves.

Unlike other scholars mentioned above, in the Indian English-language newspapers, Pauvar (2004) investigated issues of class, climate, and development. Pauvar was motivated to fill the gap created by Indian society's high rate of gender discrimination, which, in his view, contributed to gender bias in covering stories about gender, climate, and development (GED). Pauvar used the theory of social responsibility and the theory of gender to examine 'whether India's newspapers have the moral duty to address the needs of society in terms of class, climate, and growth issues.' Key concepts, including gender typification and gender stereotypes, were also used to analyze the content of articles and news reports used for the research. Pauvar, in his conclusion, mentions that the press (newspapers) in India does not reflect the actual needs of people and is influenced by certain biases in the coverage of GED issues.

Das (2011) found that there is no significant difference in the ratio of women to men in Indian TV commercials (however, women are much less likely to appear in the voice-over of the commercial). Out of the 627 participants used, 43% were women and 57% were men. Women are not usually portrayed as housewives, but compared to men, they are more likely to be portrayed as relationship roles, products representing bodies or clothing. Men also represent typical male products, such as automobiles and electronic products. This shows that simple solutions

such as increasing the proportion of female representation cannot result in a “better”, “fair” or “realistic portrayal”.

In fact, in their transnational analysis of TV advertising, Paek et al. (2010) showed that in South Korea, a single country where the proportion of women is not low, the roles of women are still traditionally related to women. Women were represented in newspapers to perform roles of housewives while men were obviously the suitable to be portrayed as professionals.

It was therefore obvious that the number of researches conducted on how gender is represented in the media, especially in the newspapers, has a negative projection or outlook for women, whereas men are seen differently. But the current study deviates slightly from the focus of these researches reviewed; this paper does not just focus on the representation of gender or women in newspapers but rather investigates which sex/gender (male and female) dominates the issues on gender in the Ghanaian newspaper.

Methodology

This work was carried out using the descriptive research method. Such a descriptive research design does not fit strictly with the context of methodologies of quantitative or qualitative analysis but may use elements of both methods in the same sample. It helps the researcher to use both quantitative and qualitative tools to attain a defined target. This work was carried out using the Descriptive Research Method. Such a descriptive research design does not fit strictly with the context of methodologies of quantitative or qualitative analysis but may use elements of both methods in the same sample. It helps the researcher to use both quantitative and qualitative tools to attain a defined target.

Baker (2004) established that corpora have started and still play many important roles in the study of discourse. Corpus-based analysis as an element of corpus linguistics, as suggested by Baker, allows researchers to distinguish objectively common trends in natural language and unusual cases, all of which can be ignored in a small-scale study.

Other scholars (Hanks, 2012; Castello, 2014) also noted that corpus linguistics is a linguistic analysis technique or methodology which uses ‘naturally occurring’ language as a valid source for investigating and classifying linguistic structures. Corpus linguistics, in their view, is mainly concerned with studying the perceived language to conclude on trends in semantic or syntactic composition. A corpus is representative if the results of that corpus are generalizable to language or a specific feature of language in its entirety. To check the representativeness of a corpus, it is not possible to compile an entire language. Instead, as stated in McEnery et al. (2006, p. 15-16), we can use the notion of 'saturation,' also known as 'closure,' to evaluate the representativeness of the specific or general corpus.

This study employs corpus linguistics as a methodology to language analysis or studies, though corpus or corpora. As a methodology, corpus linguistics has its strengths and, of course, weaknesses. Ngula (2015) mentions some strengths of corpus linguistics: corpus linguistics allow the analyst to observe patterns and uses of linguistic features that can easily elude an analysis that relies on human introspection.

However, Corpus Linguistics cannot be said to be without shortfalls. According to Hyland and Tse (2009), corpus data usually fail to provide information on “non-verbal meanings and the surrounding circumstances of the creation and use of text tends to mean that we are left with rather abstract and disembodied data.” This criticism, however, may not be applicable in every situation or corpus.

In this study, I wanted to investigate the representation and issues of gender as a discursive tool in the Daily Graphic newspaper. As a matter of importance, I needed to build my corpus since there was no existing corpus useful for the current study. To build the corpus in the area of study, I considered these factors: size, balance, and representativeness.

The size of the corpus depends very much on the type of questions that are going to be asked of it. The issue on size has also received several contentions, while scholars such as O’Keeffe et al. (2007) and Sinclair

(2004) believe that a large corpus study is the best for any corpus linguistics study. They argue that a large corpus size provides a realistic representation of the occurrence of the use of a particular linguistic variable and that small corpus which impose certain limitations on the generalizability of the findings as a result, a bigger corpus is generally considered to be better as the software used in the analysis can be instructed to filter out some of the output.

However, it is possible to get many useful data from a small corpus from a bigger one. It is important to note that smaller specialized corpora are useful in language studies, to reflect the pattern of some linguistic variables. This means that a relatively smaller corpus can be built as a specialized corpus for a specific study. As a result of the foregrounded discussion, the researcher built a specialized corpus from the selected news items on gender, as published in the daily graphic in March 2021.

Several scholars have discussed several processes through which a researcher can apply content analysis to a text. Cohen et al. (2007) and Neunendorf (2002, p. 50-51) are two of such scholars whose work on content analysis has to describe means or processes for such analysis. Neuendorf (2002, p. 50-51) argues that there are nine stages involved in the content analysis work. His categorization over-elaborates some of the aspects posited by Cohen et al. however, for this study, the categories posited by Cohen et al. for the analysis of a text are adopted. Cohen et al. (2007) proposed what they call the four “C”s as the main processes for any content analysis work. The processes, as argued out

Table 1: Keyword List

Rank	Frequency	Keyness	Keyword
1	243	+765.82	Women
2	85	+287	Gender
3	125	+252.75	Children
4	70	+214.5	Child
5	118	+179.45	She
6	36	+126.86	Sexual
7	59	+100.35	Policy
8	23	+99.25	Breast
9	34	+92.1	Bill

by these scholars, were: *coding*, *categorizing*, *comparing*, and *concluding*. Dörnyei (2007) who further explains the processes posits that coding is used to reduce or simplify the data while emphasizing their specific features to connect them to broader concepts, whereas "code" is simply a label attached to a chunk of the text intended to make the particular piece of information manageable and malleable.

Categorizing, on the other hand, refers to "developing meaningful categories into which words, phrases, sentences as the units of analysis can be grouped" (Cohen et al. 2007). Dörnyei (2007) adds that 'comparing' as a process of content analysis means making connections between categories created out of the words, phrases, sentences, etc. The last process posited by Cohen et al. (2007) was 'concluding'. According to Dörnyei, concluding stands for drawing theoretical considerations based on the text and the results of the analysis. Dörnyei's elaboration on the four components makes Content Analysis explicitly meaningful to studies such as this. Hence the current study employed the four processes in the analysis of the text assisted vis-a-vis the corpus linguistics method. These will be employed at different stages of the work where applicable.

Data Analysis

Here, many terms were obtained as keywords that give the aboutness of the corpus under investigation. Such keywords are shown in table 1.

10	35	+85.01	Men
11	66	+80.22	Ms
12	890	+78.65	To
13	35	+77.42	Labour
14	22	+74.13	Cancer
15	29	+71.6	Female
16	883	+66.53	And
17	33	+66.07	Violence
18	17	+64.2	Assault
19	23	+61.42	Victim
20	18	+60.14	Girl

Source: Daily Graphic, 2019

The keyword list table reveals several proper nouns that are significant in the text or tell of the aboutness of the data. Women appeared at the top of the list with a frequency of two hundred and forty-three (243) token indicating the highest keyness. I considered the first 20 keywords out of the 130 keywords types generated by the AntConc software. This decision to limit the keywords to the first twenty was because after the first twenty keywords types, the others were words only gave information on the style of the texts rather than its aboutness, and according to Scott, these words may not necessarily help determine the content of the text. The keywords presented in table 2 skew the aboutness of the corpus towards the female/women. There are six explicit nouns and pronouns that projects the female gender, these are *women, she, breast, Ms, female and girl*, on Table 2: Code of keyword lists

the contrary, there is only one noun out of the twenty that suggests male (*men*).

To foster the discussion of the content of this corpus, Cohen et al.’s (2007) four Cs was be applied. Here I created three codes (*personality, theme, and others*) to help categorize the keywords for further discussion. The *personality* code had all words in the keyword lists that suggest human or animate character while the *theme* code identified subjects/issues that are discussed in the corpus which help to identify the aboutness and the *others* code constituted words outside the focus of this paper or does not belong to the major grammatical word classes neither suggest animate objects nor thematic issues.

CODES	Personality	Theme	Others
	Women	Gender	And
	Children	Sexual	To
	She	Breast	
	Men	Violence	
	Female	Assault	
	Girl	Bill	
	Child	Policy	
	Ms	Labour	
		Victim	
		Cancer	

Source: Daily Graphic, 2019

Table 2 above provides useful information to the researcher on both common and unusual occurrences of linguistic phenomena, which play key roles in the texts. It is also important to remember that the keyword list, as used in studies of corpus linguistics, only provides the researcher with language patterns that the researcher himself will interpret to answer specific research questions (Baker, 2004).

Concordance Analysis

Concordance, as a corpus linguistic tool for analysis, lends itself to the identification of patterns such as collocation and colligation of a text.

The fundamental process is the preparation of a 'KWIC' concordance, where all occurrences of a specified word or phrase, along with a regular amount of co-text, are retrieved and displayed on the screen as lines, with the chosen word or phrase aligned vertically and emphasized. This format dates back to earliest non-numerical computing and

proved to be congenial to investigators and ideal for robust post-processing applications.

Tognini Bonelli (1996) states that “the lines can be sorted in different ways once a KWIC concordance has been made and choices can be made according to certain objective standards, redundant lines can be excluded, etc.” This rule was applied in the current study, where the researcher carefully examined the concordance result, eliminating duplicates and ill expressions that found their way in the concordance result. It is, therefore, important to note that the concordance can be processed to identify available collocates. The co-texts that occur with the *node* (the word in the middle of the concordance) is specified as *n*-words on the left and *m* words to the right, with the original query word, central in the concordance. The result of the concordance, which is discussed below, presents both the *n*-word and the *m*-word, which help in the analysis of the query words (*men* and *women*).

1	about the organization of both	Men	and women to be a cooking competition
2	institutions to reflect changing attitudes about	Men	and women and Ghana must follow suit.
3	said it was the responsibility of both	Men	and women to engage in activities that
4	platform to support these enterprises owned by	men	and women, but most often when these
5	of the National Youth Summit. needs of	men	and women" It does not mean
6	legal to man the centre, comprising two	men	and three 5 women were commissioned.
7	church and stressed the need for both	men	and women to work together to grow
8	almost all large organisations in the world,	men	are over-repres entered in senior positions
9	keep the also reiterated the assertion that	men	By Akyaa Salo Gome advised
10	, it was preserve of women, and that	men	by her work. Getting married shouldn't
11	had shown that women worked twice as	men	were unrecognized
12	maternal health challenges that could be fatal.	Men	from six communities participate in
13	represented in Ghana. Historically,	men	have been more involved in tax collection
14	could be attributed Highlights Historically,	men	have been more involved in tax collection
15	It does not mean that women and	men	have to become the same, but their
16	Woman. Help	men	in six selected them to learn to do
17	Well Graphic interviewed some	men	in general, the decision to offer a
18	Although women are less than	men	in GRA, they are playing their part
19	organized cooking competition for	men	in six selected communities in the Bongo
20	Yet, women have increasingly overtaken	men	in terms of tertiary education attainment

Figure 1: Sample concordance lines of men

From the ongoing discussion about gender in the media, it appears that though a lot of men are involved in the discussion, the content, however, is women-centered. This concordance result shows that

though gender discussions are done, or news n gender are carried out, but little is said about men. The figure above presents 20 results out of the 35 occurrences of *men* concordance. The total number

of occurrence first indicate the focus of gender discussions in the GCDG. The examples in the figure give extra information on how men are represented in the newspaper. The reports on *men*, as represented in the concordance result, show a blend or information meant for men and women. So, you find This is explained in the extract below:

in the first 7 extracts that *men* are followed by *women*, this implies that there is a duality of personality in the discussion or themes. Though these samples are selected from the male concordance.

Figure 1.1 Sub-concordance of men showing the first seven concordances

<i>about the organization of both</i>	<i>men</i>	<i>and women to be a cooking competition</i>
<i>institutions to reflect changing attitudes about</i>	<i>men</i>	<i>and women and Ghana must follow suit.</i>
<i>said it was the responsibility of both</i>	<i>men</i>	<i>and women to engage in activities that</i>
<i>platform to support these enterprises owned by</i>	<i>men</i>	<i>and women, but most often when these</i>
<i>of the National Youth Summit. needs of</i>	<i>men</i>	<i>and women"It does not mean</i>
<i>legal to man the center, comprising two</i>	<i>men</i>	<i>and three 5 women were commissioned.</i>
<i>church and stressed the need for both</i>	<i>men</i>	<i>and women to work together to grow</i>

However, besides these 7 obvious examples of the shared role of information given in the text, the other 6 examples have women as a co-text used in as *n-word* in the confidence of *men*. In concordance numbers: 10, 11, 15, 16, 18, and 20, women are used in sentences where men are being talked about. This is the researcher's view constitutes the construction of social themes, in the sense that there is the influence of socially-based gender discussion influencing the issues of gender in the Daily Graphic. The researcher believes that, though men are mentioned, it is the intention of the writer to draw the attention of men to the relevance of women, their

struggle, and enormous workload in the Ghanaian society and not projecting the agenda of men. The result is synonymous with Jia et al. (2016) whose work focused on how women are seen more than heard in online newspapers, concluded that ‘the news media are very much male-dominated, with an average likelihood of 77.0 percent, that a person listed in the text is male, or 69.6 percent that a face picture is male.’ Regardless of their findings, they noted again that while men are often discussed, women's problems are discussed around men. Thus, it may be the reason why men dominate the newspaper discussion

1	Land tenure system deprives	women	access to farmlands
2	in the Bongo District has denied some	women	access to farmlands to participate
3	sexual harassment facing young	women	across the country.
4	the diversity which proposes that	women	add value to new perspectives
5	she honors successful Ghanaian	women	added- Street Academy supports children
6	The restate and some market	women	, after opening the MMDs
7	According to the	women	although several interventions were
8	maintained that, it was the preserve of	women	, and that man, by her work.
9	Getting married shouldn't kill	women	and men to share the virtue of their
10	involved in tax collection than	women	and in Ghana, for instance
11	changing attitudes about men and	women	and Ghana must follow suit.
12	reduced the economic productivity of	women	and their contribution to the growth
13	vulnerable women at home	women	and as part of the girls across
14	project areas before considering	women	, and 86 percent of the women in
15	about their condition. Some	women	and girls cannot confidently say
16	It is certain that today,	women	and girls have come a long way

17	giving the right information to make	women	and girls comfortable with their bodies
18	policy to reduced the financial burden on	women	and to encourage them to
19	"It does not mean that	women	and men have to become the same,
20	gender inequalities thereby putting	women	and girls at a disadvantage" she added

Figure 2: Sample concordance lines of women

Firstly, the concordance result of women compared with that of men impose certain meaning to the discussions or the content of the data. Women appear 243 times in the text as against 35 for men; this is represented as 85.6% and 14.4%, respectively. The discussion of *women* in the data appears to have taken a different tangent from that of *men*. The first 7 extracts from the concordance explicitly discuss women absolutely. The discussion centers on how to assist women and support them in society. This, when compared with the discussion on the *men* concordance, there are varying differences. The following are illustrations of the data to support the claim that the discussion on women in the data is one that seeks to support them in diverse ways.

10. *Traditional Area in the Bongo District has denied some women access to farmlands to participate in agricultural activities, especially during the dry season, research has revealed*
11. *The call has become necessary as there are still issues of sexual and economic exploitation of women, unpaid care work, sexual harassment, among others facing young women across the country.*
12. *The central argument for increasing the number of women on corporate boards of directors has been the case for diversity, which proposes that women add value to new perspectives that result in enhanced corporate performance.*

In example 10, a situation was reported, which hinders the participation of women in agricultural activities during the dry season. The mention of this is vital to women in that it would resuscitate their participation in farming activities year-round. The writer intends to discuss the problem of women in the Bongo District to gain the attention of national intervention. The second and third present a call to supporting women to overcome domestic-related challenges, it is obvious that the challenges discussed

in the context are posed by men, that is why the problem mentioned in e.g., 10 limits the challenge for women across the country. The third presents a challenge but tries to project the qualities of women as a solution to curbing the problem of women's role in the corporate world. It projects the competence of women, which hitherto were thorny issues in the corporate world. The writers of the 'Gender column' of the newspaper under review or the stories highlighted in that section of the newspaper can be said to be motivated to protect women's agenda and to call on society to support them and expedite action to see their involvement in productive ventures in Ghana.

The concordance result from the data (figures 1&2) tells that the discussion of gender in the newspaper focusses on females more than males. The term female and male are used advisedly to include both boys and girls in the discussion. The concordance of *men* had no *boy* occurring; this is supported by the results of the keyword list that was run on the text. The fact is, there was no occurrence of *boy* even among the 130 keywords identified. Unlike *boy*, *girl*, and *girls* appeared in the keyword list with *girl* appearing in the concordance of *women*. This can be interpreted to mean that women and girls are the focus of the paper, hence their dominance in the word list, keyword list, and concordance.

The findings of the study provide some means for generally understanding the nature of gender-related headings in the media. The view provided by this research concordance supports the debates about the disparity between the approaches focused on the corpus and the approaches guided by the corpus. The corpus-based approach will typically start with a collection of clear hypotheses or rules about women and men as gender constituents and further ratify the rules of hypothesis using corpus data. According to Tognini Bonelli (1996), corpus data alone does not prove incorrect or right to be hypothetical arguments,

but rather allows the corpus to speak for itself. Tognini Bonelli (1996), on the other hand, suggests that a "corpus-driven approach builds the hypothesis step by step in the presence of the proof" The discovery of such trends leads to a theory in this approach, which in turn leads to generalization in terms of rules of use or purpose.

Findings

The findings of this study are discussed under the research questions.

1. The research revealed that in the Ghanaian context, discussions on gender and gender-related issues focus on several themes such as *women, gender, sexuality workload, and many others*. The keyword list from the data (table 2) identifies the keyness of *women* with 765.82 tokens; this figure outnumbers all other keywords found in the data. Quantitatively, the next keyword to *women* is *gender*, which occurs with 287 keyness. These figures significantly illustrate how keyness *women* are in the data representing the level of discussions on women and the mention of the same.
2. Though the media have couched for themselves a peculiar way of projecting men and women in their respective platforms, this research identifies some of the many ways men and women are represented. Dragãs (2012) found in similar studies that most newspapers discuss or project 'abuse of social power and dominance' by men when discussing or writing on gender-related issues in the media. This finding cannot be extended to this research. The data from Ghana's Daily graphic projects and discusses men from a different tangent; men are presented as instruments or catalysts needed to support women to raise the social ladder and not as 'instrument of abuse.' Though others believe that men also exhibit dominance in the media and media publications, this research reveals otherwise.
3. From the analysis, women receive all the assistance and support from the government and other social organizations to empower them and make lives better for them. From the result

of the collocates of women, which reveals the support for women exhibited words such as: *unite, crown, perform, empower, workload*, etc. In examining the concordance analysis of men, it was found that the first 7 concordances of *men* occurred with *women* as *m-word*. This suggested that in the discussion of men in gender themes, women are associated with men. In the case of the 'concordance on women,' the data reveals distinct discussions on women without any form of interjection or so ever with men issues. From the analysis, the challenges of women and girls are well discussed, but the same platform was not available to discuss men-oriented issues. Hence, plausible means of assisting women in climbing up the social ladder and be empowered in all forms are discussed in the data without any bearing on men as causative agents.

Conclusion

The study raised important questions at the preliminary stage to examine gender representation in Ghana's daily graphic newspapers. The findings revealed huge female domination, unlike Enwefah (2016), who found male dominance in new editorials of Nigerian newspapers. This study indicates that males are expected to assist women in attaining social recognition and economic independence. The findings of this research cannot be conclusive in itself as well as generalized in the sense that the diversities in other newspapers in Ghana may confirm or disconfirm findings from this research.

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