

# **UNIVERSITY FOR DEVELOPMENT STUDIES**

## **EXAMINING NEWS FRAMING DEVICES AND SALIENCE IN NEWS DOCUMENTARIES ON INADEQUATE ACCESS TO POTABLE WATER IN RURAL COMMUNITIES IN NORTHERN AND SAVANNAH REGIONS OF GHANA**

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DOCUMENTARIES ON INADEQUATE ACCESS TO POTABLE WATER IN  
RURAL COMMUNITIES IN NORTHERN AND SAVANNAH REGIONS OF  
GHANA**

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**UDS/MDS/0009/18**

**THESIS SUBMITTED TO THE DEPARTMENT OF AFRICAN AND GENERAL  
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IN DEVELOPMENT STUDIES**

**MAY, 2024.**



### DECLARATION

I hereby declare that this thesis is the result of my own original work and no part of it has been presented for another degree in this university or elsewhere:

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## DEDICATION

I dedicate this work to my grandfather, Christian Gudzetse Komla Blege (deceased), who planted the seed of intellectual ambitions in me right from childhood. “Efo”, wherever you are, the seed you sowed in me years ago is still growing. Thank you for being my father and grandfather in all.





## TABLE OF CONTENTS

<b>DECLARATION.....</b>	<b>Error! Bookmark not defined.</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>iii</b>
<b>DEDICATION.....</b>	<b>iv</b>
<b>LIST OF FIGURES .....</b>	<b>viii</b>
<b>LIST OF ACRONYMS AND ABBREVIATIONS .....</b>	<b>ix</b>
<b>ABSTRACT.....</b>	<b>x</b>
<b>CHAPTER ONE .....</b>	<b>1</b>
1.0. Introduction .....	1
1.1 Problem Statement .....	2
1.2 Research Question.....	3
1.2.1. Sub-research questions .....	4
1.3. Main Objective.....	4
1.3.1 Sub-objectives .....	4
1.4 Scope of the Study.....	4
1.5 Significance of Study .....	5
1.6 Organisation of the Study.....	6
<b>CHAPTER TWO .....</b>	<b>7</b>
2.0 Literature Review .....	7
2.1 Introduction .....	7
2.1.1 Media Reportage on Water Issues.....	7
2.1.2 Human Development and Sustainable Development Goals (SDGs) 6, Target...6.1.....	16
2.2.0. Conceptual Definition.....	28
2.2.1. THEORETICAL FRAMEWORK .....	30



<b>CHAPTER THREE .....</b>	<b>31</b>
3.0. Methodology .....	31
3.1 Research Methods .....	31
3.2 Research Paradigm.....	32
3.3 Research Design.....	33
3.4 Sampling Procedure .....	34
3.5 Sampling Technique.....	35
3.6 Sources of Data .....	38
3.7 Methods of Data Collection .....	39
3.8 Data Analysis .....	40
<b>CHAPTER FOUR.....</b>	<b>41</b>
4.0 Presentation of Findings.....	41
4.1.1 TV3 News Documentary “Potable water challenges in Sanarigu, Northern Region”. January 17, 2017. ....	41
4.1.2 TV3 News Documentary “Access to water in Kpandai, Northern Region”: “Lack of access to potable water forces women to resort to unwholesome sources” February 03, 2018. ....	44
4.1.3 TV3 News Documentary, “Children abandon school to search for water– Kabowule, Northern Region.” April 05, 2018.....	49
4.1.4 TV3 News Documentary, Mion Water Crisis, Mion, Northern Region": "Situation affecting overall development of children" June 7, 2018.....	53
4.1.5 TV3 News Documentary, “Drinking water with cattle”: Bau residents affected with waterborne diseases” Northern Region (now Savannah Region)” June 8, 2018...57	
4.1.6 TV3 News Documentary, “Inadequate access to potable water in Chanshegu, Northern Region”. February 4, 2020.....	61



4.1.7 TV3 News Documentary on “Inadequate Access to Potable Water in Naamu, Salaga, Northern Region” (now Savannah Region). February 17, 2020.....	66
4.1.8 TV3 News Documentary on "Inadequate Access to Potable Water in Kpabia, Mion District, Northern Region" May 12, 2021.....	70
4.2.1 Joy News Documentary on “Access to water: “Kpalgini villagers share water source with animals” Kpalgini, Savannah Region. March 22, 2017 .....	75
4.2.2 Joy News Documentary on Inadequate Access to Potable Water in Chamba, Nanumba North Municipality, Northern Region" August 11, 2018.....	78
4.2.3 Joy News Documentary “Water Poverty - “Naabuli residents scramble for water from dirty ponds” Northern Region. March 10, 2020. ....	82
4.2.4 Joy News Documentary, “Thirst for potable water - 11% of Ghana’s population still drink from surface and other unsafe water sources” Fusheigu, Northern Region” April 16, 2020.....	86
4.2.5 Joy News Documentary “Kulaw water shortage”- “Residents faced with water crisis following near dryness of community’s dam, Savannah Region”. February 19, 2021.....	89
4.2.6 Joy News Desk, “Access to potable water”- “Residents of Kanvili lack drinkable water, Northern Region”. March 16, 2021.....	92
4.2.7 Joy News Documentary “Access to water” “Dam serving 8 communities in Dungu in Northern Region dries up”. March 18, 2021. ....	97
4.2.8 Joy News Documentary “Climate Change”: “Access to potable water, a major challenge to some communities, Zoggu, Northern Region. September 17, 2021. ..	102
4.3 Discussion of Results .....	105
5.0 Conclusions and Recommendations.....	110
5.1 Conclusions.....	110
5.2. Recommendations.....	112
<b>REFERENCES.....</b>	<b>113</b>



## LIST OF FIGURES

Figure 1.0 researcher's construct, December, 2022 .....	30
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## **LIST OF ACRONYMS AND ABBREVIATIONS**

CCFC – Christian Children Fund of Canada

CIDA – Canadian International Development Agency

CRS – Catholic Relief Services

CWSA – Community Water and Sanitation Agency

DANIDA – Danish Development Agency

GSS – Ghana Statistical Service

GWCL – Ghana Water Company Limited

ICESCR – Covenant on Economic, Social and Cultural Rights

JHS – Junior High School

MDG – Millenium Development Goal

NADMO – National Disaster Management Organisation

NGO – Non-governmental Organisation

SDG – Sustainable Development Goal

SNV – Stichtung Nederlandse Vrijwilliger

TVET – Technical, Vocational and Educational Training

UDS – University for Development Studies

UN – United Nations

UNDP – United Nations Development Programme

UNICEF – United Nations International Children’s Fund



## ABSTRACT

News framing devices seem unpopular in the measurement of salience in studies on news reportage of drinking water issues. Also, regions in Northern Ghana still struggle to have access to potable water although state agencies, international governmental agencies, international non-governmental agencies, UN agencies, and local non-governmental agencies have made efforts to solve this problem. Thus, this study examines how news framing devices make selected aspects salient in TV3 News and Joy News documentaries on inadequate access to potable water in rural communities in Northern and Savannah Regions of Ghana. The first objective was, to identify selected news framing devices that signal salience in Joy News and TV3 news documentaries on inadequate access to potable water. Then, to identify selected aspects that characterise Joy News and TV3 news documentaries on inadequate access to potable water. Finally, to examine how the selected news framing devices make the selected aspects salient in Joy News and TV3 news documentaries on inadequate access to potable water. The study was guided by views on News Frame Theory as espoused in Entman (1993). The study employed a Qualitative Research Methodology that took on an Interpretivist Approach of collecting and analysing 16 criterion-sampled news documentaries. The units of analysis were the news framing devices and selected aspects in the news documentaries. The study employed a News Framing Analysis Approach which took on List of Frames Approach and conceptualisation of scenes of images defined by the constructivist and hermeneutic paradigms. The study found that the news framing devices in the news documentaries are kicker, headlines, lead, scene of images, statistics, sources affiliation, selection of quotes, pull quotes and concluding statements. The study further revealed that the selected aspects that characterise the news documentary fall under health, education, gender, climate change, human dignity, women's and girls' empowerment, water governance, management and security. The study discovered that drinking water issues reported in the media has human development and sustainable development linkages. The study then concludes that news framing devices make selected aspects salient in the news documentaries on inadequate access to potable water. It further concludes that the selected aspects broadly border on larger issues such as health, education, climate change, human dignity, gender roles, women's and girls' empowerment, water governance, management and security. These identified issues further border on human development and Sustainable Development Goals (SDGs) 3,4,5 and 6. The study recommends that current and succeeding governments should show political will to provide the necessary infrastructure to ensure that rural communities in the study regions are provided adequate access potable water.



## CHAPTER ONE

### 1.0. Introduction

This thesis examines how selected news framing devices make selected aspects salient in Joy News and TV3 news documentaries on insufficient availability of drinkable water in Ghana's rural areas in the Savannah and Northern Regions. In news frame research, news framing devices have been said to be used to evoke salience in a news story (Pan and Kosicki, 1993, p. 62). Salience has been said to be a concept relevant to framing research and it is an area in need of further research (de Vreese, 2004, p. 46). Although studies have discussed news framing devices such as headlines, titles, imagery, sources and quotes, selective presentation, and leads (Grammer, 2019; Ramlogan, 2019; Goodwin et al., 2017; Lam et al., 2017) in the analysis of water-related issues, none of these studies seem to have discussed how these news framing devices make water related water-issues salient. Studies in the examination of salience of water-related issues had rather been examined through frequency counts of themes and page numbers, prominent positions such as the front page, increased coverage of droughts, floods, and water quality crisis, breadth of reportage, and major events (Altaweel and Bone, 2012; Shang et al., 2015 and Wei et al., 2015). Therefore, in examining how news framing devices make selected aspects salient in news documentaries on inadequate access to potable water, this study would advance knowledge on news framing devices as a measurement of salience. This study is guided by Entman's (1993) views of news frame theory that text contains news framing devices which provide themes that reinforce clusters of facts and judgments and that news frames select some aspects of an information about an issue and make them salient.



## 1.1 Problem Statement

The examination of news framing devices as a means of measuring salience in studies on water-related issues such as inadequate access to potable water seems to have been overlooked. Some studies suggested that, the continuous reportage, increasing frequency, depth of coverage and prominent positioning (i.e., front page) of water related issues signal its salience (Shang et al., 2015 and Wei et al., 2015). Other studies further suggested that geographic locations and context of the challenges of water issues signal the reportage and salience of water related issues (Altaweel and Bone 2012; Flint et al., 2019). These studies were conducted outside the continent of Africa. In the context of Africa, there is a seeming dearth in studies on news frame literature on water-related issues. For example, in South Africa, the Cape Town Water crisis in 2018 generated some studies in news frame literature on water related issues (Grammer, 2019; Matyobeni, 2019; Voci et al., 2020; and Jones, White and Thiam, 2022). These studies from South Africa considered news framing devices such as quotes and sources, headlines, sentences and metaphor in their analysis of how the media framed the water crisis. However, these studies did not examine how these news framing devices make the news on the water crisis salient. In the case of Ghana, there also seems to be scant literature on news framing devices as a means of measuring salience. For instance, in Tuurosang (2013) water-related topics dominated the headlines of the study of the remaining news stories on water and sanitation; however, the study did not address how these headlines highlight the news on water-related issues. While these studies look at salience from these means, and discuss news framing devices in their analysis of other aspects of their studies, there seems to be an absence of studies that had considered news framing devices as a means of measuring salience in news stories on water related issues. In the studies cited, content analysis featured most in the process of analysis.



This current study will use news frame analysis. This current study focuses on examining news frame devices as a means of measuring salience in news documentaries on insufficient potable water in rural areas in Northern and Savannah Regions of Northern Ghana. The focus of this study is informed by the seeming absence of news framing devices as a means of measuring salience in studies in news reportage of water related issues. It is further supported by the fact that rural populations in Northern Ghana frequently struggle to have clean water (Ghana Statistical Service, 2022) although, there have been efforts to provide potable water to rural communities. For example, the Community Water and Sanitation Agency (CWSA) was established in 1998 by an Act of Parliament, Act (564) with a mandate to facilitate the provision of potable water and related sanitation services to rural communities and small towns in Ghana (Akanchalabey, 2015). Also, United Nations agency, United Nations International Children's Fund (UNICEF) and other international governmental agencies such as Danish Development Agency (DANIDA), Canadian International Development Authority (CIDA), Stichting Nederlandse Vrijwilligers (Netherlands Development Organization) (SNV), as well as international non-governmental agencies such as Catholic Relief Services (CRS), WaterAid, Oxfam, and Christian Children Fund of Canada (CCFC) have complemented the efforts of CWSA in the provision of potable water to rural communities (Akanchalabey, 2015).

## **1.2 Research Question**

How do selected news framing devices make selected aspects salient in Joy News and TV3 news documentaries on inadequate potable water in rural communities in Northern and Savannah Regions of Ghana?



### **1.2.1. Sub-research questions**

- I. What selected news framing devices signal salience in Joy News and TV3 news documentaries on inadequate access to potable water?
- II. What selected aspects characterise Joy News and TV3 news documentaries on inadequate access to potable water as revealed through selected news framing devices?
- III. How do the selected news framing devices make the selected aspects salient in Joy News and TV3 news documentaries on inadequate access to potable water?

### **1.3. Main Objective**

To examine how selected news framing devices make selected aspects salient in Joy News and TV3 news documentaries on inadequate access to potable water in rural communities in Northern and Savannah Regions of Ghana.

#### **1.3.1 Sub-objectives**

- I. To identify selected news framing devices that signal salience in Joy News and TV3 news documentaries on inadequate access to potable water.
- II. To identify selected aspects that characterise Joy News and TV3 news documentaries on inadequate access to potable water as revealed through selected news framing devices?
- III. To examine how selected news framing devices make selected aspects salient in Joy News and TV3 news documentaries on inadequate access to potable water.

### **1.4 Scope of the Study**

The scope of this study lies in the discussions of news frame theory as a tool of explicating how a water-related issue such as inadequate access to potable water is made salient in Joy News and TV3 news documentaries in Ghana's rural areas located in the Northern and Savannah Regions. The focus is on news documentaries produced between 2017 and 2021.



The scope of this study covers a time frame, 2017 to 2021 to facilitate the process of gathering data of news documentaries that are both old and recent. The study focuses on rural communities mentioned in the news documentaries which fall in the geographical location of the then Northern Region, but are now located in the newly created region, Savannah Region. It further means that, rural communities that were once in the Northern Region, but now fall in the Savannah Region will be considered. The Northern and Savannah Regions lie within the Savannah Woodland Region and the vegetation consists predominantly of grassland, especially savannah with clusters of drought-resistant trees such as baobab and/or acacias (Akanchalabey, 2015). The study narrows the focus of the scope to how news framing devices such as kicker, headlines, leads, sources affiliation, selected quotes, pull quotes, statistics, scene of images and concluding remarks are used to make aspects salient in news documentaries on inadequate access to potable water. The reason for the narrowing of the scope to how news framing makes aspects of news documentaries salient is influenced by the view that Entman's (1993) view of news frame theory focuses on how aspects of an issue are selected and made salient rather than the issue itself (Scheufele, 1999, p.107). Thus, the scope of the study focuses on the news framing devices used in reporting the aspects of inadequate access to potable water in news documentaries.

### **1.5 Significance of Study**

The goal of this study is to apply the concept of news framing devices and salience in news framing theory to examine news documentaries on inadequate access to potable water in rural communities in Northern and Savannah Regions of Ghana. This study is relevant since it builds on news framing devices and salience in news framing theory. In examining how selected news framing devices make selected aspects of news documentaries salient,





this study advances the critical role news frame devices play in the reportage of news stories. This study will further focus on aspects of the lives of rural communities that are affected by the reality of inadequate access to potable water. The study will also advance knowledge on news framing devices that television reporters select in making inadequate access to potable drinking water more salient. The significance of this study falls in the aspect of human development. Therefore, conducting this study will broaden the conversation on the initiatives taken by the Ghanaian government, non-governmental organizations, and international governmental organisations to lessen the problem of rural communities in the two regions not having enough access to potable water. In the practice of media reportage, the study will form an understanding of how salience can be achieved in the reportage of human development issues such as inadequate access to potable water.

## **1.6 Organisation of the Study**

This study comprises 5 chapters. Chapter 1 comprises the introduction and problem statement, main research question and sub-research questions, main research objective and sub-research objective, significance of the study and scope of the study. Chapter 2 comprises a review of the literature, conceptual definitions, theoretical framework and, human development and sustainable development goals (SDG) 6, target 6.1. Chapter 3 focuses on the research methodology and approach, research method, research paradigm/philosophy, research design, sampling procedure, sampling technique, sources of data, methods of data collection and methods of data analysis. In Chapter 4, the focus is on the presentation of the analysis and the discussion of the findings. Chapter 5 is the final chapter of the study which comprises the conclusions, recommendations.



## **CHAPTER TWO**

### **2.0 Literature Review**

#### **2.1 Introduction**

The literature review focuses on how other studies have contributed to the discussion on the examination of salience in media reportage of water related issues and what this study seeks to different from existing literature. Then the literature review attempts to address the question of human development and its link to sustainable development with reference to a water-related issue such as access to potable water. The review moves on to discuss the framing theory as Entman (1993) espouses and constructs a framework to explain the process of achieving selection and salience.

##### **2.1.1. Media Reportage on Water Issues**

“Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position” (McCombs and Shaw, 2017, p. 105). From this Agenda Setting point of view, salience is determined from a news story's position to its volume of information. In this regard, Wei et al. (2015) and Shang et al (2015) conducted longitudinal studies on newspaper coverage of water related issues in Australia and China respectively. Shang et al. (2015) focused on frequency counts and article page numbers to determine the salience concerning water issues in China from 1950 to 2000. This was done in order to uncover the reporting pattern of water concerns and the relationship between government actions and their news reports. They conducted a study of the media's portrayal of water issues in China using content analysis in their longitudinal study that covered the years 1950 to 2000, using the Chinese newspaper "The People's Daily" as their source of data. After determining salience from the frequency



counts of the news story, they came to the conclusion that more reporting does not equate to more media attention because the total number of articles varies for every time unit (Shang et al., 2015, p. 599). On the other hand, they came to the conclusion that articles about water were given more prominence than average on the front page, and that the three main content compositions (aspects) of these articles were water environment protection, disasters (drought and flood), and the economy (Shang et al. 2015, p. 608). They also came to the conclusion that, since the 1980s, "The People's Daily" had begun to emphasize the recreational value and preservation of waterways (Shang et al. 2015, p. 608). They claimed that the data from their investigation demonstrated that government policies were not included in newspaper coverage of water-related issues, as evidenced by the dearth of reports of specific central government document types. They added that this could guarantee the public to be well-informed about government policies (Shang et al. 2015, p. 608). They further identified that new water resources, climate change and water saving were some other aspects of the content of water related issues that were not frequently covered (Shang et al. 2015, pp. 602-603).

On the contrary, Wei et al (2015) in their longitudinal study to examine newspaper articles in Australia's "The Sydney Morning Herald" from 1843 to 2011 regarding the development of media coverage on water resources management, came to the conclusion that the topic of water was not given much prominence in the publication, with only 5% of the items appearing on the front page. The newspaper did not prominently feature its items on water, with 85% of them being located in the general news column. These front-page pieces discussed natural events like flooding and excessive rainfall (Wei et al., 2015, p. 322). These conclusions drive home the point that salience is only determined by the frontpage



positioning of a news story. These conclusions do not consider other means of determining salience such as an investigation into how aspects of the issue of water related news story have been made salient through the use of news framing devices. It was noted that the themes (aspects) of the newspaper reportage of water related issues were urban water supply and sewerage, water quality and health, water environment, river and rural water management and water research. Among these aspects, water quality and health did not receive as much mention as urban water supply and sewerage in big towns as well as water bodies and management of water in rural locations. These aspects were categorised in economic development and environmentally sustainable dimensions (Wei et al., 2015, p. 323). Seemingly, there is an agreed assertion on the categorisation of water issues in the above respective studies as they both categorised the aspects of water-related issues as reported under the economic and environment themes (Shang et al., 2015, p. 599 and Wei et al., 2015, p. 323). Again, the two longitudinal studies capture droughts and floods as the aspects of the water related issues that increased newspaper coverage (Shang et al., 2015, p. 607; Wei et al., 2015, p. 326). However, their studies did not examine the framing devices that carried these selected aspects that formed their analysis, discussions and conclusions. The respective studies identified new water resources, climate change and water saving (Shang et al., 2015, pp. 602-603), water quality and health (Wei et al., 2015, p. 323) as different aspects that were not covered frequently in the newspapers.

Lam et al (2017) in their quantitative analysis and thematic qualitative study examined the breadth, depth, and style of newspaper articles about the security of drinking water in Canadian Indigenous communities and based their conclusion on Semetko and Vrakenburg's (2000) view of news frame, that context and events suggest salience of



issues. They concluded that the media has the ability to present issues in relation to particular phrases, events, or viewpoints by emphasising and choosing particular aspects of a narrative, such as the portrayal of characters and performers (Lam et al., 2017, p. 2). In the same vein, they concluded that newspaper coverage of a water related issue such as drinking water appeared to be low except in 2001 and 2005 when news coverage slightly increased due to water borne diseases outbreak in North Battleford, Saskatchewan in April, 2001 and substantially increased in response to water crisis in Kaschechewan, Ontario. They went on to say that this pattern emerged when there was extensive media coverage of a water contamination incident while and right after it happened, but not before, despite the ongoing and persistent problems with water security in many communities (Lam and others, 2017, page. 10). Regarding the features of the news reports they examined, they observed that the bulk of them concentrated on the problems associated with drinking water security and nearly all of them mentioned drinking water quality. They also mentioned that the topics of discussion surrounding drinking water security were typically government responses, followed by drinking water infrastructure, policy, and regulations, with coverage of these issues being fairly uniform across newspapers (Lam et al., 2017, pp. 5-6). It was recommended that news articles start talking about security of drinking water in relation to climate change because source water protection and the multi-barrier approach to safe drinking water and, climate change received little story reference (Lam et al., 2017, pp 6 & 11). The absence of climate change in the discussion of water related issues also found expression in an earlier study (Shang et al., 2015, pp. 602-603) although the earlier study was on water resources management and not on drinking water. Drinking water policies, infrastructural challenges (i.e., technical and financial, regulatory framework



challenges as aspects of government responses) were identified as aspects of media framing of drinking water issues in their study (Lam et al., 2017, p. 10). The infrastructural challenge identified was water treatment infrastructure. Additionally, there was insufficient government interventions, financial backing, and training for local operators. It was discovered that news stories highlighted government initiatives to address issues with water security between Indigenous and non-Indigenous populations. This feature was shown as out of proportion (Lam et al., 2017, pp. 10-11). Further, drinking water issues as reported in the news articles were framed in both negative tones and positive tones. The drinking water issue was framed negatively in relation to government response, emphasizing insufficient government spending or action, while the positive framing concentrated on solutions such as introducing government funds, possibly to further and/or promote political goals (Lam et al., 2017, p. 11). In the reportage of the news articles on drinking water issues, it was identified that sources and quotes were used as means of emphasising the aspects of drinking water governance issues and conflict and, cooperation between stakeholders (Lam et al, 2017, p. 6-8). The analysis in their study revealed that the news articles on drinking water issues were characterized by thematic framing rather than episodic framing. This further suggested that the issue of drinking water insecurity were ongoing issues facing Canadian Indigenous communities (Lam et al., 2017, p. 7). These cited studies were conducted outside the continent of Africa and Ghana.

In the context of Africa, Grammer (2019) conducted a quantitative analysis of three newspapers in South Africa to determine how important the water problem is to the print media agenda by counting the total number of stories (including front page stories) that are pertinent to the issue for each edition in each month and comparing it to the overall number



of news pieces. The analysis comes to the conclusion that considering how serious Cape Town's water issue is and how the city came dangerously close to reaching Day Zero, one would have expected more extensive coverage. However, the importance of the drought to the agenda of print media was inadequate compared to the volume of other stories” (Grammer, 2019, p. 54). This conclusion is in contrast with Semetko and Vrakenburg’s (2000) conceptualisation of frames that are found in the news that points to the assertion that the media reports events in news stories in a context to suggest the salience of the events (Semetko and Vrakenburg, 2000, pp. 95-96). “The choice of sources, quotes and the frames selected point to the fact that there were more political narratives than scientific narratives while aspects of the news reportage on the water crisis in Cape Town revolved around the seriousness of the drought, water consumption, and the seeming inaction and uncertain management of the drought crisis by political actors” (Grammer, 2019, p. 117). A previous study also highlighted the aspect of political narratives that are favoured in news reporting on water issues, with government responses ranking higher than those of other issues like drinking water infrastructure, policy, and regulatory frameworks. Newspaper coverage of water-related challenges was also found to be relatively consistent (Lam et al., 2017, p. 11). Similarly, as the media reported on the aspect of conflict that accompanied the reportage on drought and water crises in Cape Town, four newspapers interviewed sources from government spokespersons and among politicians on a regular basis (Grammer, 2019, pp. 64, 82, 85, 109). In this study, Grammer (2019) employs news framing devices such as sources, quotes and leads, but the study did not discuss how these news framing devices gave salience to the aspects (i.e., seriousness of drought, water consumption among residents, the inadequacy of drought communication, the seeming



inaction and uncertain management of the drought crisis by political actors). Instead, the focus was on the frontpage stories that covered the drought as well as how frequently these aspects were reported in the newspaper reportage of the drought crisis.

In Ghana, Afriyie (2015) conducted a content analysis to ascertain the frequency and prominence given to news coverage of water bodies in the “Daily Graphic” and “The Chronicle”. The study revealed that the frequency and prominence of news stories on a water related issue like encroachment into water bodies was as a result of events such as flooding and water pollution (Afriyie, 2015, p. 51). Prominence in this cited study was determined by front, centre and back page stories of the two newspapers (Afriyie, 2015, p. 46). This view also confirms that events signal the salience of issues. The case was made for the use of framing devices such as, pictures (illustrations) in order to create vivid evidence of the reality on the ground, photographs, and the lead, which must be constructed around ‘what’ of the story and must answer the question, what happened as well as headlines, which should be attractive and catchy, and must appeal to the interest of the people, and be devoid of sensationalism (Afriyie, 2015, p. 54).

In another study, Tuurosang (2013) assessed the prominence level which the national media (newspaper, radio and television broadcasts) gave development issues emanating from Northern Ghana. One of the issues under the development issues in Tuurosang (2013) is water and sanitation. Tuurosang’s (2013) assessment of prominence of water and sanitation were focused on front, back and centre pages, space allocation (half and quarter pages), photographs and the issue of water and sanitation making headline news in the broadcast media (i.e., radio and television). This way of assessing prominence of an issue such as water (and sanitation) is appropriate with the theoretical view of the Agenda Setting





Theory, which states that, “newspapers offer a variety of indicators on the importance of the stories in the daily news, such as the main article on page one, additional front-page displays, big headlines, etc. Numerous indicators of salience are also provided by television news, such as the quantity of time spent on a subject and how it opens the programme” (McCombs, 2004, p. 1). The study revealed that the larger number of stories were in less read pages of the sampled newspapers and 20% of the news stories did not make headline news (Tuurosang 2013, p. 252-253). While it is not theoretically out of place to determine salience going by the view of McComb’s (2004) Agenda Setting view, there is also the extended aspect of the theory that states, “In addition to the impact the media has through drawing attention to particular concerns that the public believes are most important at any given time, the news media also highlight particular facets of these topics.” (McCombs and Proress, 2001, p. 2). The point of departure is that the position and space allocation of a news story cannot be completely stated as a determinant of prominence, but that the media’s focus on specific aspects of the issue further signals prominence (salience) of the issue. The aspects that characterised news stories on water and sanitation in the cited study were the provision of access to potable water, provision of shelter to flood victims by International Governmental Agencies such as Canadian International Development Agency (CIDA) and Non-governmental Organisation such as Red Cross, inadequate access to potable water, delay in the construction of water infrastructure, the provision of water pumping machines to farmers, and open defaecation (Tuurosang, 2013, pp. 254-255). Thus, these issues could have been analysed to signal the salience of the news stories on water (and sanitation). Tuurosang (2013) concludes that these stories often amplify voices of those who have authority or merely repeated promises of politicians rather than



analysing development for the appreciation of the ordinary people in the North. “Instead, there were episodic coverage of events, often amplifying voices of people in authority, or only restating political pledges without critically analysing development issues to the benefit of Northerners” (Tuurosong, 2013, p. 256). These views point to the fact that issues surrounding water security (water scarcity) and water governance as well as its accompanied related risks are reported around political interests.

In the literature reviewed, issues related to water are made prominent through amount of coverage and position, space allocation, context and events, and the emphasis of aspects of an issue over other issues in a newspaper news story. The literature also indicated that media reportage of water related issues lead to a number of other issues such as health, water quality, recreation, climate change, role of government, flood, drought, water protection, water and sanitation, food, and, the management of water resources. Also, the method of analysis in the above reviewed literature has been content analysis. What this study seeks to do differently is to employ news framing analysis as method of analysis. This will be guided by an interpretive paradigm/philosophy of constructivism and hermeneutics to examine how selected news framing devices make selected aspects salient in news documentaries on inadequate access to potable water in rural communities in the Northern and Savannah Regions of Ghana. The units of analysis will be the selected news framing devices and the selected aspects of the news documentaries on inadequate access to potable. The news framing analysis will further be guided by List of Frames Approach. The List of Frames Approach is a method of researching frames, where identifying a list of frames for the specific domain would be a crucial initial step” (Tankard, 2001, p. 100). Since the news documentaries are audiovisual, the study will adopt the scene of images as

a framing device. The scene represents the smallest unit that contains a meaningful narration, argument, or perspective of a news story” (Chong and Lee, 2006, p. 704). The previous studies on water related issues signal that water-related issues are important to the progress of human beings and society.

### **2.1.2. Human Development and Sustainable Development Goals (SDGs) 6, Target 6.1**

One of the challenges that hinder the human development progress of Northern Ghana, is the inadequate access to potable water. “Eighty-three percent (83%) of households in the Northern Savannah Ecological Zone had drinking water with presence of faecal matter which points to health threats for the local population” (Northern Ghana Human Development Report, 2018, p. 112). On the other hand, the availability and effective functioning of water and sanitation facilities have been said to be fundamental in promoting good hygienic behaviour and children’s health and well-being “Water and sanitation facilities are fundamental for promoting good hygienic behaviour and children’s health and well-being. Inadequate toilet facilities and safe water for drinking and hygiene, and otherwise inappropriate and inadequate sanitary facilities contribute to absenteeism and high school drop-out rates, especially among girls” (Connor et al., 2019, p. 28). On the score of expansion of definition of livelihood, access to safe water is classified as one of the examples that gets the definition to be complete (Northern Ghana Human Development Report, 2018, p. 79). In other words, when people can have reliable access to safe water, they have a livelihood. In the angle of reduction of time spent and reduction of health risks, when water infrastructure gets expanded, there is less time that is spent to find water and it further leads to an improvement in sanitation and the reduction of health risks for





households (Northern Ghana Human Development Report, 2018, p.105). Its importance to the progress of human society further makes it a human development issue. “Human development is the process of expanding education, health care and other conditions of human life.” (Sen 1999, p. 3). The focus of human development is people, their well-being and freedom. “Human development is an illuminating concept that serves to integrate concerns about the lives of people and their well-being and freedom” (Sen, 2000, p. 17). This form of development is reflected in the removal of all forms of human deprivations. Major sources of unfreedom must be eliminated in order for development to occur, including tyranny and poverty, a lack of economic opportunity and systematic social hardship, public facility neglect and intolerance, as well as excessive action by repressive nations (Sen, 1999, p. 3). Little access to potable water is one form of deprivation. “Also, a great many people have little access to health care, to sanitary arrangements or to clean water and spend their lives fighting unnecessary morbidity, often succumbing to premature mortality” (Sen, 1999, p.17). Water has been said to pervade human development and when people are denied access to clean (potable) water at home or when they do not have adequate access to water as productive resource, their choices and freedoms are constrained by ill health, poverty and vulnerability (The UN Human Development Report, 2006, p. 2). Human development hinges on the choices and freedoms of people. In this vein, human development is first and foremost about allowing people to live a life that they value. It is also about enabling them to realise their potential as well as their well-being which gives expression to their fundamental human rights. This is fundamental to human advancement since it provides meaning to other human rights and serves as a prerequisite for achieving more ambitious goals for human development (The UN Human Development Report,



2006, pp. v & 27). “Not only is having access to (potable) water a basic human right, but also, it is also essential to the advancement of humanity. It also provides other human rights substance and is necessary to achieve more general aims for human growth” (Human Development Report, 2006, p. 27). Human development is concerned with the lives of people, their well-being and freedom and it is this concern for the well-being of people that drives the sustainable development goal on water. “Water is at the core of sustainable development. Water resources and range of services, they provide, underpin poverty reduction, economic growth and environmental sustainability. From food and energy security to human and environmental health, water contributes to improvements in social well-being and inclusive growth affecting the livelihoods of billions (World Water Development Report, 2015, p. 2). This contribution of water to the well-being of people is captured in the Sustainable Development Goal (SDG 6) accompanied with targets that focus on the conditions of people and their well-being. SDG 6 is known as the “Water Goal” (Ait-Kadi, 2016, p.107). The SDG 6, “Ensure availability and sustainable management of water and sanitation for all” is accompanied with a target on access to drinking water for all, “By 2030, achieve universal and equitable access to safe and affordable drinking water for all” (Ait-Kadi, 2016, p. 107). This goal has its first target focused on accessibility, safeness and affordability of drinking water.

As a human development matter that expands into human well-being, dignity, health and poverty, inadequate access to potable water impacts negatively on human health and dignity, especially the health of children and other vulnerable groups. In the same vein, inadequate access to potable water has human development costs. The human development costs of inadequate access to potable water reflects in the reduction of income and increase



in poverty. It also increases child mortality, increases health risks, hurts girls' education and impacts human dignity negatively (The United Nations Human Development Report, 2006, p.41). The solution to the problem of inadequate access to potable water has been argued as one that deals more with water governance that requires political will among other factors rather than an environmental challenge (Stringer et al., 2021, pp. 860). The 2006 UN Human Development Report makes a strong case that the root causes of the water crisis are poverty, inequality, and unequal power relations, as well as poor water management practices that worsen scarcity, rather than physical supply constraints (Human Development Report, 2019, p. 191). The drive to achieving access to potable water has been put at the doorsteps of political will. The clear first step in achieving universal access to (potable) water and sanitation is political will, which is generally understood to be the will to place the matter at the top of the national agenda (Human Development Report, 2006, p. 61). In addition, it has been seen as socio-economic and political challenge. "Access to water is a socio-economic and political challenge (Lundqvist, Jägerskog and Grönwall 2015, p. 9).

With reference to its health impact on human development, recurrent diarrhoea and other fatal water-related illnesses result in persistent weakness and discomfort when there is not enough (enough) and safe (potable) water available. It results in lost time, prospects for education, and jobs. One of the main causes of death is diarrhoeal diseases and other water-related vector-borne disorders, such as malaria, that mostly affect children and other vulnerable groups (The United Nations World Water Development Report, 2015, pp. 19-21). Inadequate access to potable water affects the health and educational life cycle of children which stretches to adulthood. "Children who suffer constant water-related illness



carry the disadvantages into school. Poor health directly reduces cognitive potential and indirectly undermines schooling through absenteeism, alternative deficits and early drop-outs. Recurrent infections and diarrhoea in children increase the likelihood that they will be shorter when they grow into adolescence and adults. This is linked to cognitive decline and low educational attainment” (The UN Human Development Report, 2006, pp.44-45). This further limits their social and economic opportunities thereby constraining the attainment of their freedoms and choices. (The United Nations World Water Development Report, 2015, p.19). Water borne diseases are contracted from drinking unsafe water, which is a threat to human security, as it is noted that, “unclean (unsafe) water is an immeasurably greater threat to human security than violent conflicts” (Human Development Report, 2006, p. 42). Further, the issue of the health of children and the combatting of water-borne diseases reflects in targets 3.2 and 3.3 respectively of SDG 3, “Ensure healthy lives and promote well-being for all at all ages”, target 3.2, “By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce the rates of AIDS, tuberculosis, malaria, and neglected tropical illnesses to at least 12 per 1,000 births and the death rate among children under five to at least 25 per 1,000 live births by 2030” Additionally, the fight against hepatitis, water-borne illness, and other communicable diseases must be ended” (Transforming our World: The 2030 Agenda for Sustainable Development, 2015, p.18). Adequate access to potable water is seen to be one of the most effective ways of ensuring the health of children as increasing access to basic sanitation, potable water, is one of the best ways to promote health and reduce poverty is through increased hygiene (The United Nations World Water Development Report, 2015, pp.21-22). Inadequate access to potable in rural areas is a kind of human



development deprivation that entrenches the vulnerabilities of these communities especially among women and girl-children who spend endless hours fetching water over long distances and this carries several social and economic ramifications. For instance, this affects the women in the process of income generating activities and with the girl-children it reduces their school attendance. One of the most devastating effects of poverty is having to fight every day for water, especially for women and girls who must spend countless hours walking great distances to obtain it. This, further hurts girls' education in the form of school attendance. One explanation for the significant gender differences in school attendance observed in many nations is the time-consuming nature of gathering and transporting water (Human Development Report, 2006, p.47). This is further confirmed as household and community social norms further prevent the girl-child from gaining access to education. Social norms in the home and community have an impact on educational prospects, including access and quality (Human Development Report, 2019, p.159). This further puts the girl-child at a more precarious position as they are already disadvantaged in education. This again, affects the definition of quality education which has been defined as including, "students who are in good health, are fed properly, are prepared to engage in class, and have their families' support while they learn" (UNICEF, 2000, p. 4). A further aspect of this definition is that there is the need for regular attendance of school to facilitate the child's academic performance. "When they (children) reach school age, research demonstrates that to achieve academically, children must attend school consistently" (UNICEF, 2000, p. 6). "Gender disparities remain among the most persistent forms of inequality across all countries. Given that these advantages affect half the world's people, gender inequality is one of the greatest barriers to human development. All too often,





women and girls are discriminated against in health, in education at home and in the labour market with negative repercussions for their freedoms” (Human Development Report, 2019, p.147). Across the globe, eight out of every ten eligible girls do not go to elementary or high school. (Human Development Report, 2019, p. 160). An attempt at redressing this gender gap that persists through the conditions of inadequate access to potable water means that access to potable water is seen as one of the practical gender needs that make everyday life easier. Vulnerability can be made worse by inadequate access to safe (potable) drinking water, other essential service limitations, a lack of resources, and few opportunities for earning a living. Sanitation and clean (potable) drinking water are fundamental human rights, but their inadequate implementation globally frequently disproportionately affects women. There are both social and economic ramifications for the large number of women and children who carry water on a regular basis. (The United Nations World Water Development Report, 2015, pp. 14 -22). These social and economic implications find expression in lost opportunities for education and its associated opportunities for empowerment among girls. The inadequate educational attainment has a number of detrimental potential impacts on girls throughout their lives, including those of their own, their children, their homes, their communities, societies, or their nations as it results in low earnings and low standards of living, child marriage and early child bearing, fertility and population growth, poor health, poor nutrition and well-being, lack of agency and decision making and social capital and inadequate educational attainment (Wodon et al., 2018, pp. 7-8). Thus, it is suggested that educating females will reduce poverty, which has implications not just for people and households but also for nations and the global community, contribute to boosting shared prosperity and achieving higher rates of income



growth for the bottom 40% of the world's population in terms of their socio-economic conditions (Wodon et al., 2018, p.10). In this vein, the issue of inavailability of drinkable water has a detrimental impact on achieving SDG 4, "Ensure inclusive and equitable education and promote lifelong learning for all" as well as SDG 5, "Achieve gender equality and empower women and girls" (Transforming our World: The 2030 Agenda for Sustainable, p.21). While these issues emerge from the matter of inadequate access to potable water, there is one key factor that drives this form of deprivation in the availability of potable water. This is the issue of inadequate access to water infrastructure. The aspect of poor or inadequate access to water infrastructure has been deemed to be the powerful drive that promotes inadequate access to potable water. Aside competition, environmental stress and unpredictability of access to water as a productive resource being powerful drivers of insecurity for a large proportion of the global population, access to infrastructure (i.e., water infrastructure) especially in rural areas has been said to be sparse. The continuation of poverty is directly influenced by the functional inefficiency and ineffectiveness of the water infrastructure. "Water infrastructure remains extremely sparse in rural areas, so that millions of women, men and children are not covered by water and sanitation services. The continuation of poverty in Sub-Saharan Africa is directly related to the lack (inadequate) of water management infrastructure (economic scarcity), with regard to better drinking water and sanitation services, as well as storage and supply delivery (The United Nations World Water Development Report, 2019, p. 5-7).

On the other hand, poverty can be eliminated more easily if water resources are managed well and everyone has access to inexpensive, clean drinking water and sanitary facilities. Consequently, it brings all along in the efforts towards achieving sustainable development.



To eradicate poverty, create peaceful and successful societies, and guarantee that "no one is left behind on the road towards sustainable development," it is imperative to enhance the management of water resources and ensure that everyone has access to safe and cheap drinking water and sanitation (The United Nations World Water Development Report, 2019, p. 9). It has been emphatically stated that the absence of water infrastructure deepens the deprivation of inadequate access to potable water among the poor. There is more than enough water in the world for domestic purposes, for agriculture and for industry. The problem is that some people notably the poor – are systematically excluded from access by their poverty, by their limited legal rights or by public policies that limit access to infrastructure that provide water for life and livelihoods” (The UN Human Development Report, 2006, p. 3). Further, water infrastructure, among other factors such as sustainable water management and access to safe reliable and affordable water improve living standards, expand local economies and lead to the creation of more decent jobs and greater social inclusion. “Sustainable water management, water infrastructure and access to safe reliable and affordable water and adequate sanitation services improve living standards, expand local economies, and lead to the creation of more decent jobs and greater social inclusion” (The United Nations World Water Development Report, 2016, p. 2). Therefore, the issue of inadequate access to potable water has the dimension of the provision of water infrastructure to ensure that a dedicated plan on sustainable provision of potable water is achieved. “Water and water infrastructure will be a vital part of the foundation for sustainable development, poverty alleviation and human well-being irrespective of the post-2015 development” (United Nations World Water Development Report, 2015, p. 97). Coupled with the issue of infrastructure is the issue of changes in climate. Climate change



continues to be one of the critical challenge areas to the access of potable water. Along with issues like urbanisation, industrial growth, food and energy security, and human health, it is one of the major difficulty areas. The connections between sustainable development and water extend well beyond the social, economic, and environmental spheres. Policy and action at the center of sustainable development can be enhanced in major problem domains including public health, food and energy security, industrial growth and urbanisation, and climate change (The United Nations World Water Development Report, 2015, p. 3). The issue of inadequate access to potable water cannot be discussed without linking it to the consequences of climate change. Climate change and water are thought to be closely related, affecting gender, education, agriculture, food security, and equality. The fundamental element of sustainable development is water." Water and sanitation are crucial for achieving many sustainable development goals, and there is currently worldwide agreement on this. It is closely related to climate change, agriculture, food security, health, gender equality, and education (Jarraud, 2015, p. vi). Climate change being a critical challenge area of access to potable water does not only impact negatively the access to potable water, it further affects other aspects of sustainable development. Beyond the availability of potable water and sanitary facilities, many other facets of sustainable development, including the elimination of hunger and the decrease of poverty, peace and security, gender equality, education and health, are intimately related to how climate change affects water security in dry countries. (Pradhan et al., 2017, p. 1177). Specifically, when it comes to inadequate access to potable water and its impact on women, water scarcity driven by climate change negatively affects more women than men. "For example, water scarcity can negatively affect women more than men because of



women's key role in household water provisioning in many developing countries resulting in more time spent by female household members, including children, in fetching water for domestic consumption" (Harris et al., 2017, p. 6; Stringer et al., 2021, p. 852). The deprivation of potable water is further exacerbated by the consequences of global warming. Water scarcity is compounded by the effects of climate change" (The United Nations World Water Development Report, 2019, p.6). The issue of climate change and its impact on access to potable water has been deemed to make the attainment of the Sustainable Development Goals difficult" (Mirzabaev et al., 2019, p. 272). In redressing the impact of climate change on access to potable water, it was revealed that more equitable access to water resources can be achieved through improved demand and supply management, technology, infrastructure, and efficient water management. (Stringer et al., 2021, p. 851). They further add, "it seems that attaining water security is more of a governance issue (access, quality, and stability) than an environmental challenge (availability dimension). To make decisions related to water that also meet the needs of other dryland sectors, political will, capacity, resources, and leadership are needed to develop a truly integrated and coherent approach." (Stringer et al., 2021, p. 860).

While the aspects that affect the human development dimension of the discussion of inadequate access to potable water falls within the remits of human health, climate change, women and girl-child empowerment, gender equity and education, there is the angle of the human dignity that is impacted negatively in the equation of inadequate access to potable water. Human dignity is fundamental to human growth and a person's feeling of wellbeing. (The United Nations Human Development Report, 2006, p.48). "Human dignity recognizes the eminent position of the human being in relation to other species, as being endowed with



reason and feelings; it is an attribute that does not depend on personal or social merit, as it is inherent to life and, therefore, is a pre-state right” (Houguane and Pinto, 2023, p. 149). In the context of the discussions of access to potable water and human well-being or dignity, water is described as a pillar of human well-being and environmental stability and the inadequacy of water blights human dignity. “Water is a pillar of human well-being and environmental stability. Without water and access to it, there is no food security and human dignity” (Lundqvist, Jägerskog and Grönwall 2015, p. 9). The issue of access to potable water and its connection to human dignity is hinged on the discussion of human rights to water as it finds expression in the 1966 Covenant on Economic, Social and Cultural Rights (ICESCR). The human right to drinking water is derived from the right to an adequate standard of living and is inextricably related to the highest attainable standard of physical and mental health as well as the right to life and human dignity, all of which are covered under the 1966 Covenant on Economic, Social and Cultural Rights (ICESCR) (Grönwall and Danert, 2020, p. 3). Consequently, in the case of a deprivation in access to potable water, peoples’ rights are not only being infringed upon, rather an act of marginalisation is being perpetrated knowingly or unknowingly. As argued, “The deprivation of human dignity that is experienced today leads to violence, marginalization, and lack of healthy coexistence among humans” (Houguane and Pinto, 2023, p. 149). With the arguments put forward that political will and efficient and effective water governance has the solution to inadequate access to potable water (Stringer et al., 2021, p. 860; Human Development Report, 2019, pp. 9; Human Development Report, 2006, p. 48) and that it is a socio-economic and political challenge (Lundqvist, Jägerskog and Grönwall 2015, p. 9).



## 2.2.0 Conceptual Definitions

The study sets out to tease out the conceptual definitions that make up the study. “A well-defined conceptual definition reveals and justifies the specific kinds of data we will need to answer our research question” (Lune and Berg, 2017, p.32). This study is influenced by Entman’s (1993) conceptual definition that text, contains news framing devices which provide thematically reinforcing clusters of facts or judgments. The study is further influenced by Entman’s (1993) conceptual definition that frames select some aspects of an information about an issue and make it salient. The researcher explains how these claims are pertinent to the analysis of news frame devices and salience in news documentaries atop the unavailability of potable water in rural communities in Ghana's Northern and Savannah Regions. These conceptual definitions set the framework for this investigation.

**News framing devices:** This refers to kickers, headlines, leads, sources of information and quotes, blow-up statics, scenes of videos that indicate the selected aspects of the news documentary.

**Aspect:** An issue or issues other than the main issue(s) which are selected and made salient through news framing devices.

**Salience (Salient):** The focus that one issue or a number of issues other than the main issue in a news documentary receive as captured in news framing devices.

**Access to Potable Water:** The situation where there is adequate, available and safe water close to the people in rural communities.

**Water governance in access to potable water:** It involves the holistic designing, implementation, monitoring and evaluation of the provision of safe, available, reliable and affordable water that includes all actors (politicians and beneficiaries).



## **2.2.1. THEORETICAL FRAMEWORK**

### **ENTMAN (1993) NEWS FRAMING THEORY**

News framing theory exerts a communicative power in the process of selecting and making salient aspects of a main issue other than the issue in communicative texts (for example a news story, in this context, a news documentary on inadequate access to potable water). This line of thought is deduced from Entman's (1993) conceptualisation of what framing involves and what work frames do. "Framing essentially involves selection and salience" and "frames highlight some bits of information about an item that is the subject of a communication thereby elevating them in salience" (Entman, 1993, pp. 52 & 53). Further this communicative power is exerted through the employment of news framing devices. While Entman (1993, p. 52) notes that, "the text contains frames which are manifested by the presence or absence of certain key words, stock phrases, stereotyped images, sources of information and sentences that provide thematically reinforcing clusters of facts and judgment", D'angelo (2002, p. 873) sums up the list and conceptualises it into framing devices. These framing devices are what help in the process of selecting and making salient an aspect of a news story. Scheufele (1999, p. 107) explicates Entman (1993) by delineating the news frame theory from other theories such as agenda setting and gate keeping. This delineation is what makes this theory suitable for this study. The present goal of this project is to increase the body of knowledge regarding how headlines, leads, kickers, figures, concluding remarks, pull quotes, sources, quotations, and visual scenes are used to highlight certain facets of a problem rather than the issue itself. The focus is on what selected aspects of inadequate access to potable water are reported on in Joy News and TV3 News documentaries. News framing devices are found in a news frame and are used to capture selected aspects of a main issue. The process of capturing the selected aspects





begins from selection of the aspects of the main issue and ends with making salient the selected aspects of the main issue. Thus, what this study seeks to achieve is to portray that selected news framing devices are used to capture selected aspects of a main issue only to make the selected aspects salient and not the main issue itself. Saliency, therefore is achieved as the selected aspects of the main issue manifest in the news frame through the news framing devices and gives an indication of the specific focus and attention that the main issue receives. The news framing devices then make the selected aspects to stand out of the main issue. This further gives an indication that although the focus in the theoretical framework is not the main issue, the main issue becomes a reason to give attention to the selected aspects of the main issue. The news framing devices' role of selection and salience also indicates that a main issue gets to have a specific focus and not just the main issue being reported generally without a specific focus. The above view is expressed in the construct below (Figure 1.0)

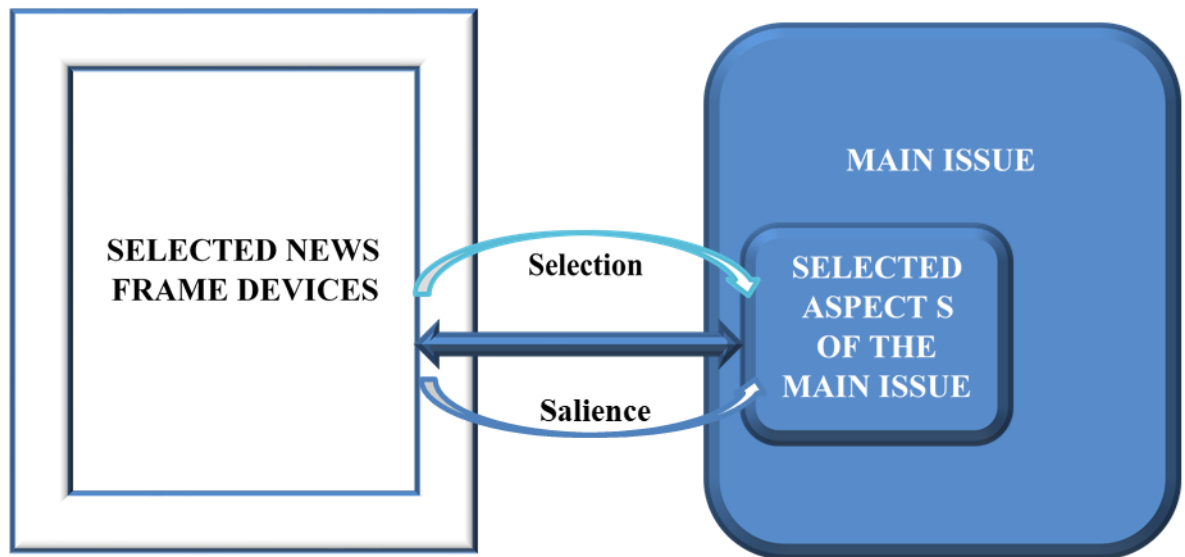


Figure 1.0 researcher's construct, December, 2022



## **CHAPTER THREE**

### **3.0. Methodology**

This section discusses the methodology and approach, research method, research paradigm/philosophy, research design, sampling procedure, sampling technique, sources of data, methods of data collection and methods of data analysis. The study makes use of the Qualitative Research Methodology. The factors that influence this study's choice of qualitative methodology are the characteristics of the Qualitative Research Methodology. First, is the use of the natural setting as the source of data. Second, the researcher is a key instrument in data collection. Third, the data is collected as words or pictures (Creswell 1998, p. 15). Fourth, is the concept of its embedding in and orientation of social action, which serves as a common denominator for different schools of thought. The study further approaches the Qualitative Research Methodology with the Interpretivist Approach. "In general, the Interpretivist Approach is the systematic analysis of socially meaningful action through the direct detailed observation of people in natural settings in order to arrive at understanding and interpretations of how people create and maintain their social worlds" (Neuman, 2014, p. 103-104). This study employs the Interpretivist Approach because the Interpretivist Approach assumes that, "people construct reality out of their interaction and beliefs" (Neuman, 2014, p. 104).

### **3.1 Research Methods**

This study employs the qualitative research method of hermeneutics and constructivist techniques which focuses on understanding of texts as well as how people use texts to construct reality out of their interactions and beliefs. "A research method is a particular way to collect data based on the presumptions of the selected methodology" (Wimmer and



Dominick, 2014, p. 119). Neuman (2014) notes that the hermeneutics and constructivist techniques are varieties of the Interpretivist Approach. “The hermeneutics technique emphasises conducting a very close detailed reading of text to acquire a profound, deep understanding. According to Neuman (2014), the constructivist method is predicated on the idea that people's beliefs and meanings significantly influence their perception of reality. Also, the choice of hermeneutics and constructivist techniques is based on Brennen’s (2017) view that, instead of attempting to regulate or anticipate how people will respond to texts, qualitative researchers aim to understand how people use text to make sense of their lives. Written works are literary and visual productions that use symbolic methods and are influenced by the norms, customs, and traditions inherent in language use in its broadest meaning (Hall, 1975, p. 17). The term "text" in qualitative research refers to more than just printed documents, text books, or written messages on mobile devices a printed document, text books or a written cell phone message (Brennen 2017, p. 204). Therefore, the text to be used in this study is news documentaries on inadequate access to potable water in rural communities in the Northern and Savannah Regions of Ghana. The premise in the Qualitative Research Methodology that meaningful acts should be explored as much as possible in their naturalistic surroundings influences the focus on the analysis of news documentaries.

### **3.2 Research Paradigm**

This section discusses the philosophical directions that guide the study. This study is of the Interpretivist Approach which advances the hermeneutic and constructivism research paradigms. The hermeneutic and constructivism paradigms are two of the several varieties of the Interpretivist Approach. “The hermeneutic paradigm is built on the assumption that



interpretation is not a straightforward activity even though people do it all the time when they interact with others and the world. It focuses on the event of understanding or interpretation as it occurs between reader and text” (Freeman, 2008, pp. 385-386). The hermeneutic paradigm is chosen because the hermeneutic paradigm/philosophy emphasises conducting a very close detailed reading of text to acquire a profound, deep understanding (Neuman, 2014, p. 103). With regard to the choice of the constructivist paradigm, its assumption is, “each individual constructs knowledge and his or her experience through social interaction” (Costantino, 2008, p. 116). This paradigm/philosophy informs the quest of the study to identify how reporters construct and make the news stories salient through news framing devices and its accompanied narrations, descriptions and explanations in the course of reporting on inadequate access to potable water in rural communities in the two regions. Creswell (2007, p. 19) posits that researchers can employ numerous paradigms in their qualitative work and discern how different worldviews influence research methodology, which influences the selection of both constructive and hermeneutic paradigms.

### **3.3 Research Design**

This study will employ the Qualitative Research Design. The choice of the Qualitative Research Design is influenced by the research questions of this study. The main research question of this study is, “How do selected news framing devices make salient the selected aspects of news documentaries on inadequate access to potable water in rural communities in the Northern and Savannah Regions of Ghana” The reason for choosing a qualitative research design is the nature of the research questions. “In a qualitative study, the research



question often starts with ‘how’ or ‘what’ so that initial forays into the topic describe what is going on” (Creswell, 1998, p. 17). The approach for the design is the interpretive approach. The study employs the interpretive approach because the Qualitative Research Design involves an interpretive process. “Qualitative research is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural setting, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them” (Denzin and Lincoln, 1994, p. 2). The purpose of this study is to examine how selected news framing devices make salient selected aspects of news documentaries on inadequate access to potable water in rural communities in the two regions?

### **3.4 Sampling Procedure**

The section discusses the population, target population and sampling procedure. It further discusses the logic of the choice of population, target population and sampling procedure. “In qualitative sampling, our goal is to deepen understanding about a larger process, relationship or social scene” (Neuman, 2014, p. 247). Thus, it becomes necessary to have access to these news documentaries to form the population of the study. According to Neuman (2014, p. 247) a population is an abstract concept of a sizable collection of numerous examples from which research assembles a sample, from which findings are extrapolated. A total of thirty-two (32) news documentaries on inadequate access to potable water across Northern Ghana (i.e., Northern, Upper East and Upper West Regions) that were produced from 2017 to 2021 were retrieved from the YouTube and Facebook pages of Joy News and TV3 Network. Of the thirty-two documentaries TV3 has eleven (11) while



Joy News has twenty-one (21). The choice of the population is informed by the inquiry for research which emphasises news documentaries. "A target population is the specific collection of elements we will study" (Neuman, 2014, p. 252). Out of the total of 32 news documentaries, a total of sixteen (16) on inadequate availability of drinkable water in rural areas only in communities which were once geographically found in the Northern Regions but are now in the Savannah Region after the split of the Northern Region, will be sampled as the target population. This will be done through the purposive and criterion sampling techniques found in the non-probability sampling method. The study focuses on rural communities that are physically located in the Northern Region and those that were there prior to the Northern Region being divided into the Northern and Savannah Regions.

### **3.5 Sampling Technique**

The sampling technique for this study will be non-probability sampling technique. The process of the non-probability sampling technique will be achieved through the criterion technique found in the purposive sampling technique. The nonprobability sampling technique is a broad sampling technique that fits a study that is aimed at the purpose of a qualitative study. "Nonprobability sampling technique is a common technique in qualitative research where researchers use their judgment to select a sample. Unlike the probability sampling technique where each participant has the same chance of being selected, participants selected using the nonprobability sampling technique are chosen because they meet pre-established criteria (Saumure and Given, 2008, p. 562). The criterion for this study was that the subject of the news documentaries must have been the inadequate access to potable water in rural communities in the two regions. The specific technique to selecting the sample that met the criterion of the study is the purposive



(judgmental) sampling technique. “The purposive or judgmental sampling technique is a nonprobability sampling technique in which the units to be observed are selected on the basis of the researcher’s judgment about which ones will be the most useful or representative” (Babbie, 2013, p. 128). “Purposive sampling is appropriate to select unique cases that are especially informative. We also use purposive sampling to identify particular types of cases for in-depth investigation to gain a deeper understanding of types” (Neuman, 2014, p.274). The choice of the purposive sampling was informed by its appropriateness to select news documentaries that are informative and its usefulness in the identification of particular types of news documentaries for in-depth understanding. “Through purposive sampling, qualitative researchers have created several more focused methods for identifying eligible people” (Morgan, 2008, p. 799). The purposive sampling was achieved through criterion sampling. “Criterion sampling involves searching for cases or individuals who meet a certain criterion, for example they have a certain or have had a particular life experience” (Palys, 2008, p. 697). In the context of this study, the criterion sampling is appropriate because, the criterion for the selection of the news documentaries are news documentaries that produced reports about insufficient availability to drinkable water in rural villages within the research zones. Next is news documentaries which were produced between 2017 and 2021 by Joy News and TV3 reporters. The study made use of the criterion sampling technique to select sixteen (16) out of the thirty-two (32) news documentaries on inadequate access to potable water. The criterion sample facilitated the sampling of eight (8) video tapes of news documentaries for Joy News and eight (8) for TV3 News.



The choice of sampling video documentaries that have been produced by reporters of these two private television networks, Joy News Channel and TV3 Network, is a result of the concerted efforts of these two private television networks at dedicating special news segments to the production of news documentaries that focus on the vulnerable and the marginalised across the country. Joy News Channel is a dedicated 24-hour English Language news and current affairs television channel which provides factual, transforming, educative, and entertaining content through various genres and forms such as local and foreign news bulletins, current affairs, talk shows, documentaries and magazine shows (<https://www.multimediaghana.com/about.php>). Joy News upon its unveiling in 2012 was dedicated to provide a mix of programming options that includes exclusives, thought-provoking documentaries, and current events that sets the agenda. The visually captivating and technologically advanced presentation sets this news lineup apart from others (<https://www.myjoyonline.com/multitv-unveils-joy-news/>). This effort of providing insightful documentaries and its consequent provision has been going on over the years through its news programmes such as Joy News Desk and Joy News Today.

TV3 Network is Ghana's largest private free-to-air television broadcaster with nationwide coverage. TV3 began on-air transmission in 1997 as the first private television station in the country, and in 2014 the station launched a news documentary segment, MISSION on its primetime news programme, News360. Mission is a news documentary which provides compelling and credible human-interest news documentaries that focus on the vulnerable and marginalised rural communities in Ghana (<https://mediageneralgh.com/brands/tv3/>). MISSION is a news documentary segment sponsored by STAR Ghana Foundation, a national centre for active citizenship and philanthropy that works towards the development



of a vibrant, well-informed and assertive civil society able to contribute to transformational national development and inclusive access to high quality, accountable public services for all Ghanaian citizens ([www.star-ghana.org](http://www.star-ghana.org)).

### 3.6 Sources of Data

As the news documentaries are audiovisual in nature, the sources of the data were the Facebook and YouTube online archives of the private television networks. It has been stated that academics can access data sources such as television network archives and internet platforms like YouTube. “Thus, in addition to traditional archives, we need to look elsewhere when gathering audiovisual content. The following types of sources are available to us: traditional public archives run by foundations or state agencies, or as divisions of museums or universities; private archives; television network archives; online platforms like YouTube; home entertainment distributors and dealers; and commercial streaming services like Netflix” (Mikos, 2018, p. 416). The research employed news documentaries as a source of data because the reportage in the news documentaries can be reduced to written words. “Data are also divided into two categories, referring not to their source but to their characteristics, basically whether they can be reduced to numbers or presented only in words” (Walliman, 2011, p.65). Since the study deals with the interpretivist approaches of constructivism and hermeneutics that are underpinned by interpretation and understanding social reality, the choice of audiovisual data is informed by the view that audiovisual data represents social realities. “Cultural and social documents that depict social realities are audiovisual data” (Mikos, 2018, p. 413). Also, the study is a qualitative study and words are the data in qualitative studies. “When referring to data,



qualitative researchers typically correlate it with words. Words are of utmost importance to qualitative researchers. Not only are the general ideas salient, but also the richness in word choices, metaphors and even slang is salient” (Firmin, 2008, p. 192).

### **3.7 Methods of Data Collection**

The method of data collection for this study was the qualitative data collection. This process involved watching, listening and reducing the audiovisual content (news documentaries) into texts. It has been argued that a major part of qualitative data collection can be based on talking, listening, observing, analysing material as sounds, images or digital phenomena (Flick, 2018, p. 7). The process of data collection was guided by the Interpretivist Approach of constructivism and hermeneutics. This was successful through a careful reading of the issues that were contained in the narrations, explanations and descriptions that accompanied the news framing devices. There was also a deliberate reading of how the reporters employed news framing devices to point to key issues that were constructed in the narrations, descriptions and explanations of the selected aspects. The data collection process of this study was guided by the Interpretivist Approach for the following reasons. First, interpretive approaches see people, and their interpretations, perceptions, meanings and understandings as the primary data sources (Mason, 2002, p. 54). Another is, interpretivists are concerned with understanding the social world people have produced and which they reproduce through their continuing activities (Blaikie, 2000, p.115).





### 3.8 Data Analysis

This study employed a news framing analysis approach as a method of data analysis that was guided by an interpretive approach of constructivism and hermeneutics. The units of analysis for this study are the selected news frame devices, selected aspects of the news documentaries and the accompanying descriptions, narrations and explanations that are in the criterion sampled news documentaries. “Units of analysis, then, are those we examine in order to create summary descriptions of all such units to explain differences among them” (Babbie, 2013, p. 98). News framing analysis in this study was employed to analyse selected news frame devices and selected aspects of the news documentaries by focusing on the selected news framing devices, the explanations, narrations and descriptions that accompany the news framing devices and the selected aspects of the news documentaries. The news framing analysis as a method of analysing the data was chosen because news framing analysis ultimately aims at understanding the world. “The process of developing coherent worldviews by combining interests, communicators, sources, and culture with all of the available verbal and visual symbolic resources is known as framing” (Reese, 2001, p. 11). This ultimate aim of understanding the world also resonates with the interpretive approach of social science. “This approach provides a means of discovering the practical understanding of meanings and actions” (Lune and Berge, 2017, p.183). The analysis employed an idiographic technique. The idiographic technique is a feature of the interpretive approach. “Inductive and idiographic is the nature of interpretive social science. Idiographic refers to a technique that offers a “thick” description of something or a symbolic depiction of something else” (Neuman, 2014, p. 107). Since the idiographic technique is a feature of the interpretive approach, it seeks to pursue an understanding of people’s interpretation of construction of social reality.



## CHAPTER FOUR

### 4.0 Presentation of Findings

This section presents the findings of the study.

#### 4.1.1 TV3 News Documentary “Potable water challenges in Sanarigu, Northern Region”. January 17, 2017.

**Objective 1: Identification of News Framing Devices that signal salience in “Potable water challenges in Sanarigu, Northern Region”.**

- **Headline:** “Potable water challenges in Sanarigu District, Northern Region”.
- **Lead:** “Residents of the four communities in the Sanarigu District of the Northern Region want water in their dams to be potable. They also want boreholes dug close to their settlements to reduce time spent to look for water”
- **Statistics:** “The Taha, Balai, Kulai and the Movokuma communities are within the newly created Sanarigu District. “Farming and petty trading are the many sources of livelihoods for the over 1 million inhabitants; however, dams are the only source of drinking water”.
- **Scene of Images:** A girl is shown fetching water from a dam and scooping same to drink. Other images are a dilapidated borehole, a boy who is knee deep in the dam and dipping his gallon into the water, a woman helping a girl to carry her water out from the dam and a herd of cattle trudging in the dam.
- **Source Affiliation:** The reporter interviewed two women who live in the community as reported in the news documentary.
- **Selection of Quotes:** The reporter highlighted the quotes of the women who were interviewed in the news documentary.

**Concluding Statement:** In concluding, the reporter notes, “The Sanarigu District Assembly has assured that it will attend to the demands of the communities”.

**Objective 2: Identification of Selected Aspects that Characterise “Potable Water Challenges in Sanarigu, Northern Region” as revealed through identified News Framing Devices.**

- **Aspect revealed through Headline:** Inadequate access to potable water in Sanarigu.
- **Aspects revealed through Lead:** Need for closeness of potable water sources to indigenes’ households (water infrastructure); Reduction of time spent in search for water
- **Aspects revealed through Statistics:** Communities’ population reliance on dams as source of drinking water.
- **Aspects revealed through Scene of Images:** Reality of reliance on dams; Broken-down boreholes; Risk of contracting water borne diseases; Sharing of water sources with cattle
- **Aspects revealed through Sources of Affiliation:** Negative impact of inadequate access to potable water on women
- **Aspects revealed through Selection of Quotes:** The reporter highlighted the quotes of the women who were interviewed in the news documentary.
- **First woman in the news documentary speaks:** “The communities were once supported with seeds for purification but at some point, they were no longer given the seeds for water purification. This left them no choice but to drink the unpurified water from the dam”





- **Aspect revealed:** Drinking unsafe water
- **Second woman in the news documentary speaks:** “It affects our trade. It is time we go to the market to sell, see, we have to fetch water. So, we end up not selling much due to our late arrival at the market and that affects our livelihood. We want assistance from people”.
- **Aspect revealed:** Negative impact of inadequate access to potable water on livelihood; Need for assistance
- **Aspect revealed through Concluding Statement:** Assurance from Sanarigu District Assembly

### **Objective 3: Examination of how News Framing Devices made Selected Aspects Salient in “Potable water challenges in Sanarigu District, Northern Region”**

The headline conveyed the issue of inadequate access to potable water. The lead highlighted the aspect of the need for water sources to be close to households as this reduced the time spent in the search for water. The statistics gave attention to the total number of people in the total number of communities that rely on the dam and gave the evidence of how dire the situation is. The scenes of images gave a focal attention to the evidence of the reality of reliance on dams, broken-down boreholes, the risk of contracting water-borne diseases and the sharing of the same water source with a herd of cattle. The source affiliation as used in the news documentary gave human face to the problem as it made prominent the aspect that women are the most vulnerable in the situation of inadequate access to potable water. Then, the selection of quotes gave a selective attention to two women. The first woman’s quotes highlighted the selected aspect of drinking of unsafe sources of water. Then the second woman’s quote made prominent the negative



impact of inadequate access to potable water on livelihoods and the need for assistance. The concluding statement from the reporter conveyed the issue of the assurance from the Sanarigu District Assembly. Above all, the news framing devices gave attention to the selected aspects as they emerge from the main issue “Potable water challenges in Sanarigu”. The prominence of the selected aspects through the news framing devices gave context to the news documentary on inadequate access to potable water in Sanarigu.

**4.1.2 TV3 News Documentary “Access to water in Kpandai, Northern Region”: “Lack of access to potable water forces women to resort to unwholesome sources” February 03, 2018.**

**Objective 1: Identification of Selected News Framing Devices in “Access to water in Kpandai, Northern Region”: “Lack of access to potable water forces women to resort to unwholesome sources”.**

- **Kicker:** “Access to water in Kpandai, Northern Region”
- **Headline:** “Lack of access to potable water forces women to resort to unwholesome sources”
- **Lead:** “Lack of access to potable water in Kabonwule in the Kpandai District of the Northern Region is forcing women to resort to unwholesome sources with foul smell. Christopher Amoako (a reporter of TV3 in Northern Region) reports that women have to trek long distances to have access to the scarce commodity”.
- **Scene of images:** The scene of images showed a woman fetching water in a dug-out. The next scene was a group of women at a borehole. Later, the scene moved to the dug-out where a woman was found scooping water from the crevices of the dug-out into a basin. The scene of images showed children walking about and later a man, Joseph Bawa who the reporter identified as the Unit Committee Chairman.



The next scene showed a girl, Portia Jagri, a nine-year-old primary one pupil of Kabowule Almighty Primary School. The last scene showed the Chief of Kabonwule, Nana Philip Osuo, speaking to the reporter. The reporter narrates that “It is not only a tortuous journey to find water here in Kabonwule, you would be lucky to find some which is unwholesome and has a foul smell”. While the reporter spoke, a scene is shown of a tricycle driven with yellow and green containers in the bucket of the vehicle ostensibly going to look for water. Next, a woman is shown scooping water from a large dug out. A group of women are shown at a borehole fetching water in turns as the reporter continued the narration: “It is a reality for women here in 5 other adjoining communities: Pujo, Benasa, Benadu, Jakuku and Kabowulekpe. These dugouts have historic significance. Waya Mary is a pregnant woman and one of many women in the Kabowule community who treks to fetch water from this dug-out”

- **Sources of affiliation:** The reporter interviews Mary Waya, a pregnant woman who is a native of the community, Joseph Bawa, the Unit Committee Chairman, Portia Jagri, a nine-year-old primary one pupil in a school in Kabowule Almighty Primary School and the Chief of Kabowule, Nana Philip Osuo.
- **Selection of quotes:** The reporter selected quotes from the sources interviewed. The sources are Mary Waya, Joseph Bawa, Portia Jagri and Nana Philip Osuo





**Objective 2: Identification of Selected Aspects that Characterise “Access to water in Kpandai, Northern Region”: “Lack of access to potable water forces women to resort to unwholesome sources” as revealed through identified News Framing Devices.**

- **Aspect revealed through Kicker:** Access to water
- **Aspect revealed through Headline:** Negative impact of inadequate access to water on women
- **Aspect revealed through Lead:** Unsafe water sources; Long distances to unsafe water sources
- **Aspect revealed through Scene of images:** Negative impact on pregnant women, Negative impact on school attendance of children and Negative impact on childcare.
- **Aspect revealed through Source affiliation:** Negative impact on the whole community
- **Selection of quotes:** The reporter introduced the plight of the pregnant woman: “Mary is a pregnant woman and one of the many women in the Kabowule community who treks over a kilometre to fetch water from a family dug-out”.
- ✓ **Mary Waya:** “As a pregnant woman, I have to go down this dug-out which is dangerous for me. The dangers are severe and the water has a pungent smell. The pit can cave in on you. In spite of these dangers, we still have to endure just to get water”.
- **Aspect revealed:** Plight of women and pregnant women
- ✓ **Joseph Bawa:** “You will be in the house looking after the children and the women will be struggling for water and you cannot go to the farm. Even at times, it affects



our children. They do not get water and bathe to go to school. We are appealing to the Member of Parliament, the government and those who hear this news. They should try and come and help Kabowule Community”

- ✓ **Aspect revealed:** Impact on agricultural productivity, Impact on school attendance and Plea for help.

The reporter introduces the aspect of Portia Jagri, a nine-year-old primary one pupil of Kabonwule Almighty Primary School. “For a nine-year-old Portia Jagri, basic one pupil of Kabonwule Almighty Primary School, skipping school is all too common as a result”.

- ✓ **Portia Jagri:** “I leave home very early just to get a bucket of water. My colleagues and I are unable to attend school because of lack of water”

- **Aspect revealed:** Truancy among school going-children especially girl-child

The reporter introduced the chief: “The Chief of the community, Nana Philip Osuo, is worried about the consequences of the problem here”

**Nana Philip Osuo:** “There is a rise in snake bite cases due to the odd hours women walk to fetch water”.

**Aspect revealed:** Dangers associated with search for water; Searching for water during odd hours

- **Aspect revealed through Statistics:** Number of communities facing inadequate access to potable water



**Objective 3: Examination of how News Framing Devices made Selected Aspects Salient in “Access to water in Kpandai, Northern Region”: “Lack of access to potable water forces women to resort to unwholesome sources”.**

The kicker gave a broad attention to access to water in Kabowule. This revealed the aspect of access to potable water. The headline further gave a focal attention to the vulnerable group of people who suffer most from the problem and this emphasised the aspects of negative impact of inadequate access to potable water on women and women trekking long distances to unsafe water sources. The scene of images conveyed the reality of the issue as visuals are shown of the sources of water. This conveys the aspect of negative impact on pregnant women and negative impact on school attendance of children. The source affiliation brought attention to the aspect of negative impact on the whole community. The selection of quotes highlighted the community’s plight through the pregnant woman, the child, the Unit Committee member and the Chief. The quote from Mary Waya, the pregnant woman, gave a selective attention to the aspect of plight of women and pregnant women. The quote from Joseph Bawa, the Unit Committee Chairman emphasised the aspects of negative impact on agricultural productivity, impact on school attendance and plea for help, The quote from Portia Jagri, the school girl-child gave a focal attention to the aspect of truancy among school going-children especially girl-child. The quote from the chief made prominent the aspects of dangers associated with search for water and searching for water during odd hours. The statistics brought a focal attention to the number of communities facing inadequate access to potable water. The news framing devices made the selected aspects salient by giving a selective attention to women and children. This therefore gave a perspective of the news documentary on inadequate access to potable water in

Kabonwule, Kpandai. This therefore made the selected aspects of the issue salient and gives a reason for the reportage on the issue of inadequate access to inadequate to water.

#### **4.1.3 TV3 News Documentary, “Children abandon school to search for water – Kabowule, Northern Region.” April 05, 2018.**

**Objective 1: Identification of News Framing Devices Employed in “Children abandon school to search for water – Kabowule, Northern Region”.**

- **Headline:** “Children abandon school to search for water – Kabowule”.
- **Lead:** “Pupils at Kabowule in the Kpandai District of the Northern Region abandon school in search for water. The only dam in the community has dried up”.
- **Source affiliation:** The reporter speaks to the assembly member, a nursing mother and District Chief Executive.
- **Selection of quotes:** The reporter gave an attention to the quotes of the assembly member, a nursing mother and District Chief Executive.
- **Scenes of images:** A crowd of women and children line up their basins and other containers at a borehole and the reporter narrates, “Children trek in search for water daily. This is because the community’s sources of water are dried up”.
- **Statistics:** Kabowule’s population is close to 2,000. There are two schools in the community, but attendance is poor. Children trek in search for water daily. This is because the community’s sources of water are dried up”





**Objective 2: Identification of Selected Aspect that Characterise “Children abandon school to search for water – Kabowule, Northern Region” as revealed through identified News Framing Devices**

- **Aspect revealed through Headline:** Truancy among school-going children
- **Aspect revealed through Lead:** Truancy among school-going children; Inadequate access to potable water
- **Aspect revealed through Source affiliation:** Impact on community
- **Selection of quotes:** The reporter gave attention to the quotes of the assembly member, a nursing mother, a farmer and District Chief Executive.
- ✓ **Assembly member:** The Assembly member narrates, “when school children come to fetch water, most of them get to school late. Around this time, classes are not effective. School children will come and most of them do not go to school because of water crisis. It means when some come, they do not get water, they go to lie in the house and do not go to school”.
  - **Aspect revealed:** Negative impact on school attendance among school-going children
- ✓ **A Nursing Mother:** A nursing mother holds her baby in her hand and narrates: “imagine having to wake up at 3am just to come here to queue for water, sometimes till about 1pm. I can’t even give my baby a bath in the morning”.
  - **Aspect revealed:** Negative impact on nursing mothers; Negative impact on child-care; Search for water at odd hours
- ✓ **Farmer:** “I am a farmer, but the shortage of water made it impossible for me to go to the farm. I arrived here at dawn, but I am yet to get water”.



- **Aspect revealed:** Negative impact on farming activity
- ✓ **District Chief Executive:** “I will not pretend I am not aware of this problem, because I also hail from that community. I went to school in Kitari, that is a distance from Kabowule and I know that they have been suffering from this water shortage for a very long time. But the situation is that various non-governmental organisations and governments have tried to give them potable water, but I think we have not been able to do so. It all boils down to funds. I think the Member of Parliament has done that. He has written to Water and Sanitation in Tamale. He did that also in Accra. The people came here to look at the grounds and they have advised appropriately”.
  - **Aspects revealed:** Efforts of non-governmental organisations; Unavailability of funds; Efforts of Member of Parliament (MP)
- **Aspect revealed through Scenes of images:** Plight of children in the search for water; Inadequate access to potable water
- **Aspect revealed through Statistics:** Population facing inadequate access to potable water; Poor school attendance; Plight of children in the search for water; Inadequate access to potable water

**Objective 3: Examination of how News Framing Devices made Selected Aspects Salient in “Children abandon school to search for water – Kabowule, Northern Region.”**

The headline and the lead gave the perspective on children and school attendance which revealed the aspect of truancy among school-going children. The headline and the lead further highlighted where truancy among school-children is occurring and this echoed the aspect of truancy among school-going. It also gave attention to the aspect of inadequate access to potable water due to the dryness of the dam. The reporter employed source of affiliation to give a face to the stories from the political leaders, a nursing mother and a farmer. This gave a selective attention to the aspect of the negative impact on the community. The selection of quotes made prominent each of the ways the people interviewed have been negatively impacted with the issue of inadequate access to potable water. The selected quotes were from the assembly member, a nursing mother, farmer and the District Chief Executive. The quote from the Assembly Member revealed the aspect of negative impact on school attendance among school-going children. The quote from the nursing mother gave a selective attention to negative impact on nursing mothers, negative impact on child care and search for water at odd hours. The farmer’s quote gave a selective attention to the aspect of negative impact on farming activity. The District Chief Executive’s quote brought out the selected aspect of efforts of non-governmental organisations, unavailability of funds and efforts of the Member of Parliament. The use of the scenes of images brought out the aspect of the plight of children in the search for water and inadequate access to potable water. The use of statistics as a news framing device carried the aspects of the population facing inadequate access to potable water, poor school





attendance, plight of children in the search for water and inadequate access to potable water. Overall, the news framing devices gave a perspective to the issue of inadequate access to potable water by focusing on children. These news framing devices further gave selective attention to the selected aspects of the news documentary thereby making the selected aspects salient. The news framing devices further gave a context for the discussion of inadequate access to potable water in Kabowule, Kpandai.

#### **4.1.4 TV3 News Documentary on “Mion Water Crisis, Mion, Northern Region”: “Situation affecting overall development of children.” June 7, 2018.**

**Objectives 1: Identification of News Framing Devices in “Mion Water Crisis, Mion, Northern Region”: “Situation affecting overall development of children”.**

- **Kicker:** “Mion Water Crisis Northern Region”
- **Headline:** “Situation affecting overall development of children”
- **Lead:** “Some children in the Mion District have no option but to eat supper between midnight owing to severe crisis of water”.
- **Scene images:** A scene of children pounding fufu in the dark aided by a torch light while some others are sleeping
- **Source affiliation:** The reporter speaks to a sociologist, Dr. Pascal Atengdem, a medical practitioner, Dr. Thomas Anaaba, a mother of children, a woman and two men
- **Selection of quotes:** The reporter brought attention to the views expressed by the sources with regard to the issue of inadequate access to potable water in Mion.





- **Concluding statement:** The reporter concludes, “the children together with their mothers are asking government to fast track its 1 dam 1 village to relieve them of the burden”.

**Objective 2: Identification of Selected Aspects that Characterise “Mion Water Crisis, Mion, Northern Region”: “Situation affecting overall development of children” as revealed through identified News Framing Devices.**

- **Aspect revealed through Kicker:** Inadequate access to potable water
- **Aspect revealed through Headline:** Negative impact on development of children
- **Aspect revealed through Lead:** Negative impact on children’s nutrition
- **Aspect revealed through Scene of images:** The reality of children’s plight
- **Aspects revealed through Source affiliation:** Authority on the causative factors of inadequate access to potable water; health consequence on children.
- **Selection of quotes:** The reporter brought attention to the views expressed by the sources with regard to the issue of inadequate access to potable water in Mion.
  - ✓ **Sociologist, Dr. Pascal Atengdem:** “24 hours a day you will find girls and women going to look for water and the Northern Region particularly has a serious problem because the water table is very low. Efforts at constructing boreholes and handpumps have not been successful because, you just go so deep, you do not even hit water”.
  - ✓ **Aspect revealed:** Low water table in Northern Region; Role of girls and women.



- ✓ **Medical Practitioner, Dr. Thomas Anaaba:** “They (children) will develop what we call, “metadis neglecta” which is a serious consequence of not bathing as a result of the sweat, fat deposition and the dust in the environment. This disease can harm them in the future by making their skin to be harder and rough, and dark”.
- ✓ **Aspect revealed:** Negative impact on children’s health and hygiene.
- ✓ **Mother of children:** “Their education (children’s education) is most affected as school attendance depends on the availability of water at home”  
**Aspect revealed:** Truancy among school-going children
- ✓ **Woman:** “Children can’t go to school, when they do there will be no water for them to drink, when they come back from school”.
- ✓ **Aspect revealed:** Truancy among school-going children
- ✓ **First man:** “The topography of the area is a hard one. Water retention is not very good in this area. Because of that, we want the engineers who will be doing the dams in our area to take that into consideration by giving us dams which have reservoirs that can keep water for long”
- ✓ **Aspect revealed:** Geographical features of land in Mion
- ✓ **Second man:** “She left her 3-month-old baby and went in search of water at about 2 am. When she returned about 7 am to feed the baby, she realised the baby had strangled himself with the cover cloth and died”.
- ✓ **Aspect revealed:** Negative impact on care of children
- **Aspect revealed through Concluding statement:** Appeal to government for help

**Objective 3: Examination of how News Framing Devices made Selected Aspects Salient in “Mion Water Crisis, Mion, Northern Region”: “Situation affecting overall development of children”.**

The kicker carried the aspect of where the situation was as it revealed the aspect of inadequate access to potable water in Mion. The headline gave attention to the aspect of negative impact on development of children. The lead pointed to the aspect of negative impact on children’s nutrition. The source of affiliation carried the aspect of authority on the causative factors of inadequate access to potable water and the health consequences that accompany poor hygiene of children. The selection of quotes focused on the quotes of a sociologist, a medical practitioner, a mother, a woman and two men. The quotes of the sociologist conveyed the evidence of the aspect of low water table in Northern Region. The first man’s quotes conveyed the aspect of the geographical feature of land in Mion. The medical practitioner’s quotes conveyed the negative impact on the health of children. The quotes of the woman and the mother of the children gave attention to truancy among school-going children in the community. The second man’s quotes conveyed the aspect of the negative impact on care of children. The concluding statement conveyed the aspect of appeal to government. The news framing devices have been employed and each one of the news framing devices communicates powerfully the selected aspects. This gives the news documentary a perspective and makes the general conversation on water salient as the selected aspects highlight the consequences associated with inadequate access to potable water in Mion.



**4.1.5 TV3 News Documentary, “Drinking water with cattle”: Bau residents affected with waterborne diseases” Northern Region (now Savannah Region)” June 8, 2018.**

**Objective 1: Identification of selected News Framing Devices in “Drinking water with cattle”: Bau residents affected with waterborne diseases”**

- **Kicker:** “Drinking water with cattle”
- **Headline:** “Bau residents affected with waterborne diseases”
- **Lead:** “Residents of Bau in the East Gonja Municipality of the Northern Region drink water from the same source with cattle. Stanley Nii Blewu’s (reporter) report show that children under age 5 are the most affected suffering from several waterborne diseases. Water, one of the essential commodities for human survival is hard to get. For decades, residents of Bau and other adjoining communities depend on this dam. In fact, it is a source of hope for even the unborn”.
- **Scene of image:** The reporter narrated the challenges of the community with regard to poor access to potable water as he stood at the bank of a partly dried dam. In the scene of images shown, there were a group of women and children fetching water that is brownish and carrying it away. Another scene was shown of a man drinking the same brownish water and giving the same to a baby he is carrying. The next scene is a herd of cattle trudging in the dam and drinking from the same source. Not long after, a pregnant woman was shown fetching and drinking directly from the dam.
- **Source of affiliation:** The reporter spoke to a man and a woman who live in the community





- **Selection of quotes:** The reporter highlighted the challenges of the community through his narration, interviewed a man from the community and a nursing mother from the community.
- **Statistics:** The reporter notes that there are 4 communities that depend on the water source and over 1,000 residents drink from the dam.
- **Concluding statement:** Reporter concludes, “Residents say the East Gonja District Assembly has not been up to the task in addressing their water challenge. The water situation at Bau requires immediate government intervention to prevent further sickness”.

**Objective 2: Identification of Selected Aspects in “Drinking water with cattle”: “Bau residents affected with waterborne diseases” as revealed through identified News Framing Devices**

- **Aspect revealed through Kicker:** Sharing water with cattle
- **Aspect revealed through Headline:** Health risk of water borne diseases”
- **Aspects revealed through Lead:** Negative health impact on children under 5; Negative health impact on pregnant women; Reliance on dam as source of drinking water
- **Aspects revealed through Scene of image:** Reality of unsafe source of drinking water
- **Aspect revealed through Source of affiliation:** Impact on men and women in the community



- **Selection of quotes:** The reporter highlighted the challenges of the community through his narration, interviewed a man from the community and a woman from the community.
  - ✓ **Man:** This is how the water we drink looks like. The colour never changes. Our skins itch whenever we drink and bathe with it, but we have no option”
  - ✓ **Aspect revealed:** Health and hygiene challenges; No alternative source of safe water
  - ✓ **Reporter:** “They never wish to see the dry season because the negative effects of losing this water is devastating. Residents say they do not boil it before drinking. Again, residents do not have the resources to buy purification agent to make the water clean. Expectant mothers and children under age 5 suffer the most”.
  - ✓ **Aspect revealed:** Fear for dry season; Inadequate resources to make water safe; Plight of expectant mothers and children under 5
  - ✓ **Nursing Mother:** “We do not boil the water before we drink. Children and adults have stomach upsets when they drink from the dam”
  - ✓ **Aspect revealed:** Health challenges associated with drinking unsafe water
- **Aspect revealed through Statistics:** Population that faces inadequate access to potable water
- **Aspect revealed through Concluding statement:** Alleged inaction of East Gonja District Assembly; Appeal for immediate government intervention



**Objective 3: Examination of how News Framing Devices made Selected Aspects Salient in “Drinking water with cattle”: Bau residents affected with waterborne diseases”**

The kicker revealed the aspect of sharing water with cattle thereby indicating the problem that the residents face with regard to potable water. The headline focused on the health perspective as it revealed the aspect of health risk of waterborne diseases. The lead further detailed the aspects of negative health impact on children under 5, negative health impact on the health of pregnant women and reliance on dam as source of drinking water. The scene of images revealed the aspect of reality of unsafe source of drinking water. The source of affiliation brought the human face behind the problems of inadequate access to potable water as it revealed the aspect of negative impact on men and women in the community. The selected quotes of the reporter in his narrations brought attention to the aspect of fear for dry season, inadequate resources to make water safe, plight of expectant mothers and children under 5. The selected quote of the man who spoke revealed the selected aspects of health and hygiene challenges and no alternative source of safe water. The selected quote of the nursing mother revealed the aspect of health challenges associated with drinking unsafe water. The statistics gave a mental picture of the population that faced the health challenge of inadequate access to potable water. The concluding statement conveyed the aspect of alleged inaction of East Gonja District Assembly and appeal for immediate government intervention. The news framing devices brought to the fore the various aspects as each of the news framing devices conveyed selected aspects that the reporter set out to highlight in the reportage of water issue. The news framing devices gave the news story a context in which the issue of inadequate access to potable water

should be discussed. This therefore makes the selected aspects salient and gave reason for the reportage of inadequate access to potable water in Bau.

#### **4.1.6 TV3 News Documentary, “Inadequate access to potable water in Chanshegu, Northern Region”. February 4, 2020**

##### **Objective 1: Identification of selected News Framing Devices that signal Salience in “Inadequate access to potable water in Chanshegu, Northern Region”**

- **Lead & Statistics:** “Chanshegu is 20 minutes’ drive from the Central Business District of Tamale. It has more than 400 house-holds with about 15 people in each of them. But access to potable water does not come easy. 4 communities depend on this water source”
- **Source of affiliation:** The reporter spoke to the Public Relations Officer of the Northern Regional Office of the Ghana Water Company Limited (GWCL), Nii Abbey, the chief of the community, Ahmed Zakaria, a water vendor and a woman.
- **Selection of quotes:** The reporter highlighted the views of the Public Relations Officer of the Northern Regional Office of the Ghana Water Company Limited (GWCL), the chief of the community, a water vendor, Ahmed Zakaria, and a woman. The reporter further brought into focus the plight of the community as she narrated the challenges of the community with regard to access to potable water.

**Scene of images:** A scene of the community is shown as women and children walk into a muddy dam and fetch the water. The next scene is a raised platform that held a water tank and its accompanied standpipes. Later, the scene moves on to a group of women carrying containers to fetch water from the dam. There was also a tricycle that







contained receptacles to collect water from the dam. A group of children were shown carrying water in containers tied to the carrier of bicycles and a donkey-driven cart. A scene of the muddy water is shown as a woman filled her basin. Another scene of image was shown of an aluminum sulphate dropped into a basin of water to get the water purified for drinking. This was shown as the water became clear.

- **Concluding Statement:** The reporter concludes, “Until a positive response from the Head Office of the Ghana Water Company Limited (GWCL), residents will have to rely on their purification process”.

**Objective 2: Identification of Selected Aspects that Characterise “Inadequate access to potable water in Chanshegu, Northern Region” as revealed through identified News Framing Devices**

- **Aspects revealed through Lead & Statistics:** Inadequate access to potable water; Population facing inadequate access to potable water
- **Aspects revealed through Source of affiliation:** Alleged inaction of Ghana Water Company Limited
- **Aspects revealed through Selection of quotes:** The reporter highlighted the views of the Public Relations Officer of the Northern Regional Office of the Ghana Water Company Limited (GWCL), the Assembly member, the chief of the community, a water vendor, Ahmed Zakaria and a woman. The reporter further brought into focus the plight of the community as she narrated the challenges of the community with regard to access to potable water.

- ✓ **Reporter:** “This is the source of water for about 5,000 residents of Chanshegu, here in the Northern Region. Without this water, residents



would go days without water. Aluminum sulphate is dropped in the water for purification process in homes. A scene of women containing aluminum sulphate and wait for about 20-30 minutes for the process. Children and women are those bearing the brunt. On foot, bicycles and on the backs of donkeys, the young and old make their way from the dugout to their homes. Residents cannot come to terms with drinking unwholesome water. The National Disaster Management Organisation (NADMO) mounted one reservoir in the 1990s. Action AID Ghana followed up in 2001 by laying pipelines within the township. UNICEF under its water coverage in rural communities mounted 4 reservoirs in 2014. 3 taps have been mounted at vantage points in the community”.

- ✓ **Aspect revealed:** Evidence of poor access to potable water; Plight of women and children; Efforts of Action AID, NADMO, UNICEF; Community initiative of purifying water.
- ✓ **Assembly Member:** “We reported the case to the Ghana Water Company Limited to come to our aid and see what actually is causing the water shortage in the community. Up to date, we are calling them; they are not picking”.
- ✓ **Aspect revealed:** Issue between Ghana Water Company Limited and Community
- ✓ **Woman:** “We use this water for all our domestic chores from washing to drinking. Coming here later than 4 am means collecting bad water”.



- ✓ **Aspect revealed:** Reliance on unsafe and inadequate access to potable water; Search for water at odd hours
- ✓ **Ahmed Zakaria:** “I serve those that cannot commute to the dugout. I sell a barrel for GH¢5.00 for indigenes and GH¢7.00 for non-indigenes”
- ✓ **Aspect revealed:** Sale of unsafe water
- ✓ **Chief:** “No communication has gone on between us and the Ghana Water Company Limited on why the taps have not flown for 7 years. I have even asked if it is an issue of indebtedness, but that has not been answered”
- ✓ **Aspect revealed:** Misunderstanding between community and Ghana Water Company Limited
- ✓ **Nii Abbey, Northern Regional Public Relations Officer, Ghana Water Company Limited:** “For every demand and the kind of pipeline we need to use. As the community develops, if the pipeline we are having are very small, then definitely those who are closer will get while those at the far end will not get. We are working closely with the Assembly member to find some immediate solution to what is confronting them. For the medium term, we have written to the Head Office to provide us with some funds so that we can upgrade the community’s water system”.
- ✓ **Aspect revealed:** Effort of Ghana Water Company Limited
- **Aspects revealed through Scene of images:** Evidence of the reality of poor access to potable water
- **Aspects revealed through Concluding Statement:** Hope on effort of Ghana Water Company Limited; Reliance on purification process



**Objective 3: Examination of how selected News Framing Devices made Selected Aspects salient in “Inadequate access to potable water in Chanshegu, Northern Region”**

In this news documentary, the news framing devices identified are the lead, statistics, source of affiliation, selection of quotes, scene of images and concluding statement. The lead contained statistics of the community and it revealed the aspect of the population of the community and inadequate access to potable water. Source of affiliation brought out the aspect of alleged inaction of Ghana Water Company Limited (GWCL) and inadequate access to potable water. With the selection of quotes, the narrations of the reporter conveyed the aspect of evidence of poor access to potable water, plight of women and children, efforts of Action AID, NADMO, UNICEF and community initiative of purifying water. The quote of the assembly member revealed the misunderstanding between Ghana Water Company Limited and the community. The quote of the woman revealed the aspects of reliance on unsafe, inadequate access to potable water and search for water at odd hours. The quote of Ahmed Zakaria (the water vendor) revealed the aspect of the sale of unsafe water. The quote of the chief revealed the misunderstanding between the community and the Ghana Water Company Limited. The quote of Nii Abbey, Northern Regional Public Relations Officer of the Ghana Water Company Limited revealed the effort of Ghana Water Company Limited. The scene of images revealed the aspect of the evidence of the reality of poor access to potable water. The concluding statement revealed the aspects of hope on effort of Ghana Water Company Limited and the reliance on purification process. The communicative power of the news framing devices has been brought to bear as the news

framing devices have been used to construct a selective attention of the various aspects to give a perspective of the news documentary on inadequate access to potable water in Chanshegu. This then makes the selected aspects salient.

#### **4.1.7 TV3 News Documentary on “Inadequate Access to Potable Water in Naamu, Salaga, Northern Region” (now Savannah Region). February 17, 2020.**

##### **Objective 1: Identification of selected News Framing Devices that signal salience in “Inadequate Access to Potable Water in Naamu, Salaga, Northern Region”**

- **Lead:** “Naamu is 9km away from the East Gonja Municipality, Salaga in the Northern Region (now in the Savannah Region).
- **Scene of images:** A scene of a dam was shown as boys and girls are seen fetching water from a dam as they walk ankle deep in the water while others scoop the water to drink. A scene of men, women and children are shown filling cans and basins as they walk in and out of the dam. Later the scene moved to a group of boys tying cans of water on the carrier of their bicycles. Also, a group of girls standing on the bank of a dam and others are shown collecting water from the dam. A scene of a herd of cattle was shown trudging in the dam and drinking from the dam.
- **Statistics:** The reporter noted that 6 other communities rely on this source of water and it is the only source of water for about 6,000 people. Residents were happy when it was constructed because it saved women and children who used to trek 7km to the Kuani community in search of water. “This is the only source of drinking



water. It is also relied on by 6 other communities. In fact, this is the only source for about 6,000 people”

- **Sources of affiliation:** The reporter spoke to a pregnant woman, a woman and the chief of the community
- **Selection of quotes:** The reporter narrated the issue and selected quotes from a pregnant woman, a woman and the chief of the community
- **Concluding Statement:** The reporter concludes, “The Planning Officer of the East Gonja Assembly was not at post at the time of filing this report. He however gave the background information on the situation saying funding will be made available to the Community Water and Sanitation Agency to mechanise some of the boreholes in Naamu”.

**Objective 2: Identification of Selected Aspects that Characterise “Inadequate Access to Potable Water in Naamu, Salaga, Northern Region” as revealed through identified News Framing Devices.**

- **Aspect revealed through Lead:** Profile of Naamu
- **Aspect revealed through Scene of images:** Evidence of reality of the plight of community
- **Aspects revealed through Statistics:** Population and number of communities suffering inadequate access to potable water; Construction of dam; Long distance trekking in search of water





- **Aspects revealed through Sources of affiliation:** Impact of inadequate access to potable water on the community
- **Selection of quotes:** The reporter narrated the issue and selected quotes from a pregnant woman, a woman and the chief of the community.
  - ✓ **Reporter:** “They however have fears. With the dry season in sight, the drying of the water is imminent. Lack of dredging has reduced the amount of water in it. The impact of the quality of the water is already showing among women in the community”.
  - ✓ **Aspect revealed:** Fear of dry season; Lack of dredging of dam; Negative impact of unsafe water on women
  - ✓ **Pregnant woman:** “We are having water problems. We are drinking the same water with the animals. Very soon, the animals will come. More to the point, we the pregnant women we face problems carrying water from here to the community which is very far”
  - ✓ **Aspect revealed:** Plight of pregnant women; Sharing water with animals
  - ✓ **Woman:** “Women wake up at 4 am to fetch water from the dam. Women are unable to spend time with their husbands. We’re suffering”
  - ✓ **Aspect revealed:** Plight of women in the search for water
  - ✓ **Chief of Naamu:** “These politicians, they have been coming here often and often and I have been telling them about potable water. They will respond fine but when they go, nobody will mind this community

again. The dam is just a dug out. The water will run out. Women footing from here to Kuani to fetch water is just a big challenge. I am appealing to the District Assembly and all the stakeholders to come to our aid”.

- ✓ **Aspect revealed:** Chief’s accusation of politicians’ inaction towards provision of potable water; Chief’s appeal to East Gonja District Assembly and stakeholders for help

- **Aspects revealed through Concluding Statement:** Effort of East Gonja District Assembly

**Objective 3: Examination of how selected News Framing Devices made Selected Aspects Salient in “Inadequate Access to Potable Water in Naamu, Northern Region” now (Savannah Region)**

The lead revealed the aspect of the profile of the Naamu. The scene of images revealed evidence of reality of plight of community. The statistics revealed the aspects of population suffering inadequate access to potable water, construction of dam and long-distance trekking in search of water. The sources of affiliation revealed the impact of inadequate access to potable water on the community. The selection of quotes (reporter’s narration, pregnant woman, woman and Chief of Naamu) brought out the human angles of the news documentary. The reporter’s narration revealed the aspect of fear of dry season, lack of dredging of dam and negative impact of unsafe water on women. The quotes of the pregnant woman gave an attention to the aspects of the plight of pregnant women and sharing water with animals. The quote of the woman brought the perspective of plight of women in the search for water. The Chief’s quote gave attention to chief’s accusation of





politician's inaction towards provision of potable water and chief's appeal to the East Gonja District Assembly and stakeholders for help. The concluding statement revealed the aspect of effort of East Gonja District Assembly. The news framing devices gave a selective attention to the selected aspects in the news documentary. This put the issue of inadequate access to potable water in Naamu in the perspective that characterise the reportage of the issue. It makes the aspects of the news documentary salient as the selected aspects give reason to the reportage of inadequate access to potable water.

#### **4.1.8 TV3 News Documentary on “Inadequate access to potable water in Kpabia, Mion District, Northern Region”. May 12, 2021**

##### **Objective 1: Identification of Selected News Framing Devices that signal salience in “Inadequate access to potable water in Kpabia, Mion District, Northern Region”**

- **Lead and Statistics:** “In Ghana, nearly 3 million people rely on surface water to meet their daily water needs leaving them vulnerable to water related illnesses and disease. Worse affected are the rural dwellers, who often have to spend much time and energy during high temperatures in search of non-existent water. One of such unfortunate groups are the people of Kpabia in the Mion District of the Northern Region. Over the years, these hardworking indigenes have depended on surface water which dries up at every dry season. The people say this year has been one of the worst moments for them. Not even government's 1 village, 1 dam has been able to save the situation”.
- **Sources of affiliation:** The reporter spoke to a man, a woman (a food vendor), Alidu Osman (a father of children who went to collect water)



- **Selection of quotes:** The reporter narrated the situation of the community. The reporter selected the views of a man and a food vendor in the community. The reporter selected the views of Alidu Osman (a father of two children) who was on his way to search for water as his children accompanied him on a tricycle.
- **Scene of images:** A woman was shown collecting water from a dam. A group of women are also shown walking to go and fetch water. Later, a group of women are shown returning from a dam. Another group of women and children are shown at the bank of a dam fetching water while others were from the dam. A basin of brownish water was shown as fetched from the dam. A man was further shown in the company of his children as they helped him push a tricycle going in search for water.
- **Concluding statement:** The reporter concluded that, “To serve affordable water for all by 2030, requires adequate investment in infrastructure and sanitation facilities for all”

**Objective 2: Identification of Selected Aspects that characterise “Inadequate access to potable water in Kpabia, Mion District, Northern Region” as revealed through identified News Framing Devices**

- **Aspect revealed through Lead and Statistics:** Plight of 3 million Ghana who rely on surface water; Vulnerability of indigenes to water related illnesses and diseases; Plight of rural dwellers in Kpabia, Mion; Inadequacy of government’s efforts
- **Aspect revealed through Sources of affiliation:** Evidence of the harsh realities on people in the community



- **Selection of quotes:** The reporter narrated the situation of the community. The reporter selected the view of a man and a food vendor in the community. The reporter selected the views of Alidu Osman (a father of two children) who was on his way to search for water as his children accompanied him on a tricycle.

- ✓ **Reporter's narration:** "Women and children trek over 5 kilometres to access highly polluted and muddy water which they use after adding alum. The situation has greatly affected economic livelihood of the people".
- ✓ **Aspect revealed:** Plight of women and children trekking long distance in search of water; Use of unsafe sources of water; Negative impact on economic livelihood of people
- ✓ **Man:** "The water is not good and the dam itself, in fact, it is not well done. We are finding it difficult to use the water because of the state of it. The water has bad odour and other things. But, because we have no place to go, the women are relying on it. We keep on appealing to organisations and government to come to our aid but up until now, it is like they are not hearing our cry. We are worried. Some of them (women) do what we call 'poha beer' in our local language. Before we do poha beer, you have to use a clean water so that when the people take it, they will be healthy. But here is the case, the water is not good. Because of that, those who are doing it and rely on it as their livelihood now sit down idle".
- ✓ **Aspect revealed:** Plight of the Kpabia of the community; Appeal to government for help and Negative impact on economic livelihood of women



- ✓ **Alidu Osman:** “We are fasting and sometimes water to break our fast is a problem. I have to travel more than 5km to access water for the home. I am already tired and will have to continue the struggle to 6 pm.
- ✓ **Aspect revealed:** Trekking long distance in search for water
- ✓ **Woman (Food Vendor):** “The water situation is terrible. We spend all our time searching for water. I am a food vendor. Lack of water will collapse my business, because I cannot have time nor water to prepare the food for sale”.
- ✓ **Aspect revealed:** Negative impact on economic livelihood of women
- **Aspect revealed through Scene of images:** Evidence of the reality of inadequate access to potable water
- **Aspect revealed through Concluding statement:** Achievement of SDG 6

### **Objective 3: Examination of how Selected News Framing Devices made Selected Aspects in “Inadequate access to potable water in Kpabia, Mion District, Northern Region”**

The lead was used in a way that combined statistics to bring attention to the aspect of the plight of 3 million Ghanaians who rely on surface water, vulnerability of indigenes of Kpabia to water related illnesses and diseases, plight of rural dwellers in Kpabia and the inadequacy of government’s efforts in the provision of potable water. Sources of affiliation brought attention to people who bore the brunt of inadequate access to potable water and this revealed the aspect of evidence of the harsh realities on people in the community. The selected quotes further gave attention to the individual experiences of the people who were



interviewed. The selected quote of the reporter revealed the aspect of plight of women and children trekking long distance in search of water, use of unsafe sources of water and negative impact on economic livelihood of women. The selected quotes of the man who spoke in the news documentary revealed the aspect of plight of the Kpabia of the community, an appeal to government for help and negative impact on economic livelihood of women. The selected quote of the woman (food vendor) revealed the aspect of negative impact on economic livelihood of women. The selected quote of Alidu Osman focus on the aspect of trekking long distance in search for water. The scene of images revealed the evidence of the reality of inadequate access to potable water in the community. In the concluding statement, the reporter's conclusion highlighted requirement for the achievement of SDG6. On the whole the news framing devices gave attention to the selected aspects that further gives the context in which the reportage on inadequate access to potable was done. The news framing devices therefore give salience to the selected aspects as the selected aspects made the issue of inadequate access to potable water in Kpabia a reason for the reportage.

#### 4.2.1 Joy News Documentary on “Access to water: “Kpalgini villagers share water source with animals” Kpalgini, Savannah Region. March 22, 2017

##### Objective 1: Identification of selected News Framing Devices that signal Salience in “Access to water: Kpalgini villagers share water source with animals”

- **Kicker:** “Access to water”
- **Headline:** “Kpalgini villagers share water source with animals”
- **Pull quotes:** “Ghana has made progress providing access to improved water sources to 80% of the population and eliminating guinea worm in 2014, yet the actual number of people who have water in homes is lower. Kpalgini is a small community in the East Gonja District of the Northern Region. The community of more than 500 people survive on this source of water with animals. 3 million people in the country are still grappling with access to potable water.”
- **Scene of images:** Girls are seen ankle deep in brownish water as they carry their receptacles of water on their heads, bees hover at the banks of the river, a boy and a man stoop to scoop water to drink from the dam and a group of girls are carrying water fetched from the dam as they walk away from the dam.
- **Source of affiliation:** The reporter spoke to a woman and a man.
- **Selection of quotes:** The reporter selected the quotes of a woman and a man
- **Statistics:** Ghana has made progress providing access to improved water sources to 80% of the population and eliminating guinea worm in 2014, yet the actual number of people who have water in homes is lower. The community of more than 500 people survive on this source of water with animals. 3 million people in the country are still grappling with access to potable water”.





**Objective 2: Identification of Selected Aspect that characterise “Access to water: “Kpalgini villagers share water source with animals” Kpalgini, Savannah Region as revealed through Identified News Framing Devices.**

- **Aspect revealed through Kicker:** Access to water
- **Aspect revealed through Headline:** Sharing of water with animals
- **Aspect revealed through Pull quotes:** Contrast of reality and statistics on paper
- **Aspect revealed through Scene of images:** Evidence of reality of inadequate access to potable water
- **Aspect revealed through Source of affiliation:** Impact on indigenes of the community
- **Selection of quotes:** The reporter selected the quotes of a woman and a man
  - ✓ **Woman:** This water has a lot of clay in it. It affects our stomach when we drink it. Even if we treat it, we still cannot drink it, because it is very bad”.
  - ✓ **Aspect revealed:** Unsafe water and its health risks
  - ✓ **Man:** “Rainy season it’s better; but for dry season we cannot get water from this, but we are drinking it like that. Since we are powerless and uncertain of where we shall end up getting water, that is why we are taking it like that, but we are suffering for drinking it always. Because we are getting sickness, a lot of sickness from that drinking water”.
  - ✓ **Aspect revealed:** Plight in getting access to potable water
- **Aspect revealed through Statistics:** Contrast of reality and statistics on paper

**Objective 3: Examination of how selected News Framing Devices made Selected Aspects salient in “Access to water: “Kpalgini villagers share water source with animals” Kpalgini, Savannah Region as revealed through Identified News Framing Devices.**

The kicker revealed the aspect of access to water. The headline revealed the aspect of sharing of water with animals. The pull quotes revealed the aspect of the contrast of reality and the statistics on paper. The scene of images revealed the aspect of evidence of reality of inadequate access to potable water. The source of affiliation brought out the human faces that were behind the issue of inadequate access to potable water as this revealed the aspect of impact on indigenes of the community. The selection of the quotes focused on the quotes of a woman and a man. The woman’s quotes revealed the aspect of drinking unsafe water and its health risks. The quotes of the man revealed the aspect of plight in getting access to potable water. The statistics revealed the aspect of contrast of reality and the statistics on paper. The news framing devices have made the selected aspects of the main issue prominent. The news framing devices have been employed as tools that gave selective attention to the selected aspects and this provided the perspectives in which the main issue have been reported.







#### **4.2.2 Joy News Documentary on “Inadequate access to potable water in Chamba, Nanumba North Municipality, Northern Region. August 11, 2018**

**Objective 1: Identification of selected News Framing Devices that signal salience “Inadequate access to potable water in Chamba, Nanumba North Municipality, Northern Region”**

- **Lead and Statistics:** Chamba, a village near Bimbila has a population of about 10,000 people.
- **Scene of images:** The image of the dam is shown as the reporter narrates: “This dam is the only source of water residents rely on for their daily chores. It is supposed to be filled to the brim, but it is dried most of the time. It might as well be empty. The drying up of the has left the residents with no water”.
- **Source affiliation:** The reporter spoke to two women and the Assembly member for the area.
- **Selection of quotes:** The reporter’s narrations and the quotes of the sources accompanied the news documentary.
- **Concluding statement:** Reporter concludes, “The residents are eagerly awaiting some form of government support to deal with the water challenge”.

**Objective 2: Identification of Selected Aspects that characterise “Inadequate Access to potable water in Chamba, Nanumba North Municipality” as revealed through Identified News Framing Devices**

- **Aspects revealed through Lead and Statistics:** Profile of the community



- **Aspects revealed through Scene of images:** Evidence of inadequate access to potable water; Drying up of dam
- **Aspects revealed through Source affiliation:** Negative impact on women and the indigenes of the community
- **Selection of quotes:** The reporter's narrations and the quotes of the sources were selected for the story. The reporter spoke to three women and the Assembly member
  - ✓ **Reporter's narrations:** "The residents here have to rely on this muddy source of water to cook and bathe. Animals also drink from it. The community has about 14 boreholes serving about 10,000 people but about 8 of them are broken down and the rest are usually under pressure. The boreholes are more than twenty years old and they break down frequently even after repair.
  - ✓ **Aspect revealed:** Reliance on unsafe source of water; Sharing water with animals; Insufficient and dilapidated boreholes
  - ✓ **First woman:** "I do not have any source of water. I know that there are some few boreholes but some of them when you go, you have to pay money, which I do not have. I am compelled to come and fetch this one and go and manage".
  - ✓ **Aspect revealed:** Inadequate access to potable water; Inability to afford available water



- ✓ **Second woman:** “It is actually far from her place but this is the only source of water and the water is not even good but she has no other place to and fetch water from that is why she is compelled to come here”.
- ✓ **Aspect revealed:** Long-distance from water source; Unavailable alternative source of potable water
- ✓ **Third woman:** “Any time we take it we fall sick and if you fetch this water to drink and your eyes see it, how do you yourself feel it, so we are suffering. Stomach pains and many of us have running diarrhoea and others. We are appealing to the government (as she bends on her knees). We are on our knees; we are appealing to the government to feel pity for us and give us water”.
- ✓ **Aspect revealed:** Health risks associated with drinking unsafe water; Appeal to government for intervention
- ✓ **Assembly member:** “The community needs more boreholes and the dam needs to be dredged. Government and those in power should just pity us; we need water, nothing else. Water, if we get clean water to drink, we will not fall sick. If we get more boreholes to add to the few that are there, we would like it. If we can also get pipe borne water where they will pay to individual homes, so that we can all be fetching from those points we will also be happy about that. Our dam, where we drink with the animals, something also needs to be done. It should be dredged; look at it very well, you realise that the dam is shallow”.

- ✓ **Aspect revealed:** Appeal to government for more boreholes and dredging of dam;

- **Aspect revealed through Concluding statement:** Indigenes' expectation from government towards potable water provision

**Objective 3: Examination of how selected News Framing Devices made Selected Aspects salient in “Inadequate Access to potable water in Chamba, Nanumba North Municipality, Northern Region”**

The lead was combined together with the statistics to give a selective attention to the aspect of the profile of the community. The scene of images revealed the aspect of the evidence of inadequate access to potable water. The sources of affiliation focused on the reporter's interview with three women and the Assembly member and this revealed the aspect of the negative impact on women and the indigenes of the community. The selection of sources focused on the quotes of the reporter's narrations, the three women and that of the Assembly member. The reporter's narration revealed the aspects of reliance on unsafe source of water, sharing water with animals and insufficient and broken-down boreholes. The first woman's quotes revealed the aspects of inadequate access to potable water and inability to afford available water. The second woman's quotes revealed the aspects of long distance from water source and unavailable alternative source of potable water. The third woman's quote revealed the aspects of health risks associated with drinking unsafe water and appeal to government for intervention. The Assembly member's quote revealed the aspects of appeal to government for more boreholes and dredging of dam. The concluding statement revealed the aspect of indigenes' expectation from government towards potable water provision. From the above, the news framing devices have highlight selected aspects



that characterise the news framing devices thereby giving a selective attention to the selected aspects and making these selected aspects salient. The work of the news framing devices has given a perspective to the news documentary on inadequate access to potable water in Chamba.

#### **4.2.3 Joy News Documentary “Water Poverty - “Naabuli residents scramble for water from dirty ponds” Northern Region. March 10, 2020.**

**Objective 1: Identification of Selected News Framing Devices that signal salience in “Water Poverty – Nabuli residents scramble for water from dirty ponds, Northern Region”**

- **Kicker:** “Water poverty”
- **Headline:** “Nabuli residents scramble for water from dirty ponds, Northern Region”
- **Lead:** “These are the children of Naabuli on their daily ritual. Along with them, there are donkeys. The journey is far and many times, it takes these animals to make it. These children are the ones paying the price for this community’s chronic problem with water”.
- **Scene of images:** A group of children are shown walking as another group ride a donkey-driven cart on their way to fetch water. Later, they are shown arriving at a pond. The scene of a muddy pond is shown. A child is shown drinking water from the pond. Children are shown filling their receptacles with brownish water from the pond. Other children were collecting the water from the pond and pouring it into a bigger receptacle that stood in the bucket of a tricycle. This bigger receptacle was covered with a white polythene as it was to be driven home.
- **Source affiliation:** The reporter spoke to a child and two men.





- **Selection of quotes:** The reporter's narration, a child's quote and quotes from two men
- **Statistics:** "This is the only place where the over 1,500 people who live in Naabuli get water".
- **Concluding statement:** The reporter concluded, "The water looks brownish, extremely dirty with broken pieces of tree branches floating on it. Naabuli is not alone. Hundreds of other villages in this part of Ghana are living with the harsh realities of thirst for water. When will they have something to quench their thirst? No one knows".

**Objective 2: Identification of Selected Aspects that characterise "Water Poverty – Naabuli residents scramble for water from dirty pond, Northern Region" as revealed through Identified News Framing Devices**

- **Aspect revealed through Kicker:** Depravity of access to water
- **Aspect revealed through Headline:** Plight of community in getting access to potable water
- **Aspects revealed through Lead:** Long-distance to water source, plight of children in getting access to potable water
- **Aspects revealed through Scene of images:** Evidence of the reality of inadequate access to potable water
- **Aspects revealed through Source affiliation:** Negative impact on children and the community
- **Selection of quotes:** The reporter highlighted a child's quote and quotes from two men



- ✓ **Child:** “When we drink the water, we get stomach ache”. We don’t have water. We better drink this water”
  - ✓ **Aspect revealed:** Health risks of drinking water from unsafe water sources; Unavailable alternative source of potable water
  - ✓ **First man:** “Unless you look for donkeys or motor kings (tricycle) that will fetch this water for you. Look at this water here. If you fetch, if you look inside, you will see a lot of things walking around inside the water, but you have to drink it. Now, we have some old men and old ladies in town and they cannot walk to this place.”
  - ✓ **Aspect revealed:** Long-distance to water source; Poor quality of water
  - ✓ **Second man:** Look at how the children are suffering for water. Some of them, they do not go to school; the teacher will send them away to go home and bathe. When they go home, they do not have water to bathe. Due to this, most of them do not go to school for about to two weeks.
  - ✓ **Aspect revealed:** Truancy among school-going children
- **Aspect revealed through Statistics:** Population of community depending on water source
  - **Aspect revealed through Concluding statement:** Inadequate access to potable water in rural communities of Northern Region

**Objective 3: Examination of how selected News Framing Devices made Selected Aspect salient in “Water Poverty – Naabuli residents scramble for water from dirty ponds, Northern Region”**



The kicker revealed depravity of access to water. The headline brought attention to the plight of the community in getting access to potable water. The lead highlighted the long-distance children undertake to get access to water. The scene of images brought out the aspect of the evidence of reality of inadequate access to potable water. The source affiliation made prominent the aspect of the negative impact on children and the community. In the news documentary, the reporter spoke to a child and two men. The child's quotes gave a focal attention to the aspects of health risks of drinking water from unsafe water sources and unavailable alternative source of potable water. The quote of the first man gave attention to the aspect of long distance to water source and poor quality of water. The selected quote of the second man revealed the aspect of truancy among school-going children. The statistics brought to light the aspect of the population of the community who depended on the water source. The concluding statement brought into focus the aspect of inadequate access to potable water in communities of Northern Region. Above all, the news framing devices put the news documentary into context as the news framing devices indicated what selected aspects characterise the news documentary on inadequate access to potable water. This therefore makes the selected aspects salient as the selected aspects give a reason to report on the issue of inadequate access to potable water in Naabuli.



**4.2.4 Joy News Documentary, “Thirst for potable water - 11% of Ghana’s population still drink from surface and other unsafe water sources” Fusheigu, Northern Region”**  
**April 16, 2020**

**Objective 1: Identification of selected News Framing Devices that signal salience in “Thirst for potable water – 11% of Ghana’s population still drink from surface and other unsafe water sources, Fusheigu, Northern Region”**

- **Kicker:** “Thirst for potable water”
- **Headline:** “11% of Ghana’s population still drink from surface and other unsafe water sources”
- **Scene of images and Pull quotes:** A scene in the documentary showed a woman ankle deep in a dam fetching water. A statistics and source affiliation are given on the percentage of Ghana’s population that drink from surface and other unsafe water sources. The scene showed two girls walking together with receptacles in hand to fetch water from a dam. At the dam, one of the girls takes off her footwear and walks into a dam to fetch water. A group of boys are shown wading in the water source that is full of debris as they fish. Some other children are shown having a bath, and performing some other chores at the bank of the dam.
- **Pull quotes and Statistics:** “11% of Ghana’s population still drink from surface and other unsafe water sources. **Source: UNICEF.** There is a strong link between poverty and collection time for water, with poorest people over 20 times more likely to spend more than 30 minutes collecting water than wealthier people. **Source: UNICEF.** Households, in the Northern Region of Ghana, 16 times more likely to spend 20 minutes collecting water than those in Greater Accra. **Source: UNICEF.** 1 person out of every 10 has to spend more than 30 minutes to access an improved source of drinking water. **Source: UNICEF”.**





- **Source affiliation:** The reporter focused on the girl and her narration.
- **Selection of quotes:** The girl narrates, “My name is Dauda Monica. I am 16 years old. I live in this community called Fusheigu. When I wake up early, I do a number of things, but what I do most is to fetch water. The water we fetch is too dirty. That is not what we want. That water is too dirty, it is not clear. When we drink that water, we do not feel well. It can cause you diseases. We do not have water that is why we drink that water and use it to cook. Girls, it is our duty to fetch the water every day, morning and evening. When you go fetch the water, when you come back, you cannot feel well. You get tired and feel pains all over your body, because your neck, legs, you cannot feel well. We want the pipe or the nice water. Because that water is not nice for us to drink but we drink because us to protect our health. We do not have time, if you go and fetch the water and come back, you use the time left and cook; that is, we do not boil the water before drinking. Many people fall sick because of that water. They say we should drink pure water but we do not have that one”.

**Objective 2: Identification of Selected Aspects that characterise “Thirst for potable water – 11% of Ghana’s population still drink from surface and other unsafe water sources, Fusheigu, Northern Region” as revealed through identified News Framing Devices**

- **Aspect revealed through Kicker:** Inadequate access to potable water in Fusheigu community
- **Aspect revealed through Headline:** Inadequate access to potable water among a section of Ghana’s population



- **Aspect revealed through Scene of images:** Poor quality source of water
- **Aspect revealed through Pull quotes and Statistics:** Statistical state of access to potable water in Ghana
- **Aspects revealed through Source affiliation:** Routine of girl-child in fetching water in Northern Regions' rural communities
- **Aspects revealed through Selection of quotes:** Inadequate access to potable; Routine of the girl-child in fetching water for the household; Long distance to water source

**Objective 3: Examination of how selected News Framing Devices made Selected Aspects salient in “Thirst for potable water – 11% of Ghana’s population still drink from surface and other unsafe water sources”**

The kicker brought the attention to the situation of the community. The headline highlighted and selected the aspect of inadequate access to potable water in the community.

The scene of images revealed the aspect of poor-quality source of water. The pull quotes and statistics gave a selective attention to the statistical state of access to potable water in Ghana. The source affiliation gave prominence to the routine of the girl-child in fetching water in Northern Regions' rural communities. The selected quote of the news documentary gave attention to inadequate access to potable water, routine of the girl-child in fetching water for the household and the long distance to water source. The news framing devices gave selective attention to the selected aspects as each of the news framing devices gave perspectives to the main issue of inadequate access to potable water in Fusheigu.

**4.2.5 Joy News Documentary “Kulaw water shortage”- “Residents faced with water crisis following near dryness of community’s dam, Savannah Region”. February 19, 2021.**

**Objective 1: Identification of Selected News Framing Devices that signal salience in Kulaw water shortage – Residents faced with water crisis following near dryness of community’s dam”**

- **Kicker:** “Kulaw water shortage”
- **Headline:** “Residents faced with water crisis following near dryness of community’s dam”
- **Lead and Statistics:** “The Kulaw Traditional Area has a population of 1000. The area is riddled with several development challenges. They are faced with bad roads, no good health facility, no potable water and telecommunication network. The most critical challenge for the Kulaw Traditional Area is potable water. A pond, brownish in colour is their only source of water”
- **Scene of images:** a group of boys are shown wading in a pond and filling their receptacles. Next a group of children are shown carrying receptacles and walking towards the pond.
- **Source affiliation:** The reporter spoke to a native of the community, Kubu Seidu, Vice Chair of the Kulaw Youth Association, Suleman Djibril and the Assembly member for the area, Sulemana Salim.
- **Selection of quotes:** The reporter’s narration, the quote of Kubu Seidu, the quote of Suleman Djibril and Suleman Salim made up the selection of the quotes in the news documentary.





**Objective 2: Identification of Selected Aspects that characterise “Kulaw water shortage” Residents faced with water crisis following near dryness of community’s dam” as revealed through Identified News Framing Devices**

- **Aspect revealed through Kicker:** Inadequate access to potable water
- **Aspects revealed through Headline:** Plight of indigenes of the Kulaw community in getting access to potable water; Negative impact of dry weather conditions on water sources
- **Aspects revealed through Lead and Statistics:** Population suffering inadequate access to potable water; Inadequate access to potable water in Kulaw
- **Aspects revealed through Scene of images:** Evidence of the reality of inadequate access to potable water
- **Aspects revealed through Source affiliation:** Evidence of the negative impact on the community
- **Selection of quotes:** The reporter’s narration, the quote of Kubu Seidu, the quote of Suleman Djibril and Suleman Salim made up the selection of the quotes in the news documentary.
  - ✓ **Kubu Seidu:** “We are not happy about the water our children drink. Even we the adults get stomach upset when we drink this water because the animals pollute them and it is not safe for drinking. We sometimes suspect each other of witchcraft because of some mysterious illnesses due to the kind of water we drink and so government should come to our aid”
  - ✓ **Aspect revealed:** Vulnerability to health risks; Appeal to government for intervention; Sharing water source with animals



- ✓ **Vice Chair of Kulaw Youth Association, Suleman Djibril:** We cannot drink polluted water. We ask government to come to our aid because every morning we have to come and guard this water from animals. When this water is finished, we will be in trouble so we are appealing to the government”
- ✓ **Aspect revealed:** Inadequate access to potable water; Sharing water with animals; Appeal to government for intervention
- ✓ **Assembly member:** We do not have boreholes. We need boreholes
- ✓ **Aspect revealed:** Need for boreholes for the community

**Objective 3: Examination of how News Framing Devices made Selected Aspects salient in “Kulaw water shortage” Residents faced with water crisis following near dryness of community’s dam”.**

The kicker gave attention to the geographical location of the water shortage for easy identification. This revealed the selected aspect of inadequate access to potable water. The headline gave a selective attention to the cause of the problem. This revealed the selected aspect of plight of the indigenes of the Kulaw Community in getting access to potable water and the negative impact of dry weather conditions on water sources. The lead and the statics were used together to give prominence to the population suffering inadequate access to potable water and inadequate access to potable water in Kulaw. The scene of images focused on the aspect of evidence of the reality of inadequate access to potable water. The source affiliation revealed the aspect of the evidence of the negative impact on the community. The selection of quotes revealed further the aspect through each of the quotes of the sources spoken to. The quote of Kubu Seidu revealed the selected aspect of

vulnerability to health risks and appeal to government for intervention. The quote of the Vice Chair of the Kulaw Youth Association, Suleman Djibril gave attention to the aspect of inadequate access to potable water, sharing water with animals and appeal to government for intervention. The quote of the Assembly member revealed the aspect of need for boreholes for the community. All in all, the news framing devices were used to give selective attention to the selected aspects in order to create an angle for which the issue of inadequate access to potable water should be seen. This makes the selected aspects salient and gave a reason for the reportage of the issue of inadequate access to potable water in Kulaw.

#### **4.2.6 Joy News Desk, “Access to potable water”- “Residents of Kanvili lack drinkable water, Northern Region”. March 16, 2021.**

**Objective 1: Identification of Selected News Framing Devices that signal salience in “Access to potable water” Residents of Kanvili lack drinkable water, Northern Region”**

- **Kicker:** “Access to potable water”
- **Headline:** “Residents Kanvili lack drinkable water”
- **Lead:** “Residents of Kanvili and adjoining communities say they fear that they may be going back to guinea worm infestation, if the issues of potable water are not addressed. Kanvili, Tunayili, Gbawumo, Santigli and Gbanyanini communities have been battling with water crisis for some months now forcing them to rely on a polluted dam for drinking”



- **Scene of images:** The scene of image is accompanied by narration of the reporter. The reporter narrated: “It is that time of the year when most water sources in the Northern Region like dams, wells, dug-outs among others which serve several communities, dry up. The prayer of most residents normally is, the rains should set in and save them from the hustle”. The narration is accompanied by scene of a flock of sheep drinking at a partially dried dam. The scene moved to show natives of the community coming to the dam to fill their cans. Next was a scene of a tricycle carrying people and jerricans to fill at the dam.
- **Source affiliation:** The reporter spoke to three women in the community and the Assembly member.
- **Selection of quotes:** The reporter selected the quotes of the women and the Assembly member for the news documentary.

**Objective 2: Identification 2: Identification of Selected Aspects that characterise “Access to potable water”- “Residents of Kanvili lack drinkable water” as revealed through Identified News Framing Devices.**

- **Aspect revealed through Kicker:** Need for potable water
- **Aspect revealed through Headline:** Inadequate access to potable water
- **Aspects revealed through Lead:** Inadequate access to potable water in Kanvili and adjoining communities; Vulnerability of residents to health risks.
- **Aspects revealed through Scene of images:** Plight of the Kanvili community in getting access to potable water; Evidence of reality of the unsafe source of water





- **Aspects revealed through Source affiliation:** Negative impact of inadequate access to potable on indigenes of the community
- **Selection of quotes:** The reporter selected the quotes of the women and the Assembly member for the news documentary.
  - ✓ **Fati Mohammed:** Pupils go to school late due to inadequate access to potable water. Women are also are unable to go to the market to transact business. The water is unsafe for drinking because people openly defaecate in a forest close to the dam. When it rains, water runs from the forest into the dam.
  - ✓ **Aspect revealed:** Lateness to school among pupils; Negative impact on livelihood of women; Open defaecation in the community
  - ✓ **Florence Gbewele:** “As at now we are buying tanker, and the tanker comes once a month. Even the once a month that we buy that water, it is because we have to manage. We are recycling water. When I bathe for instance, I have to bathe in a basin because I would not like to bathe and waste the water so I bathe in the basin and then use that very basin water to flush the water closet. My kids for instance, I have discouraged them from using the water closet because they cannot manage water, so they have to come out, dig a hole, ease themselves and cover it up. Actually, it is unbearable. Now we are in COVID era, we are supposed to be washing our hands regularly; if there is no water then we have to take like three, four buckets because we have to wash our hands”



- ✓ **Aspect revealed:** Plight of residents in getting access to potable water for domestic use; Open defaecation among children
- ✓ **Kodima Fuseina:** “There is one particular problem we have been facing here and we do not know whether we are not part of Tamale. The problem we are facing here is about our water issue. The water, since last two years December, water just came once through our tap and that time it was even midnight when the water flowed and up to now. During the rainy season, we were even having hope that, rainy season the way it is raining, we will get water. That is even the time we were now tired. Always water is not flowing. Throughout the rainy season we did not get water up until now, not even a drop from our tap. You have children, you get up, you have to bathe the children before, you go to work. Because of this water issue, I have been having problem with my boss. Always I am the last person to go to work. Am I the only one having problems?”
- ✓ **Aspect revealed:** Negative impact on punctuality and productivity of workers
- ✓ **Assembly member, Rahman Samuel:** “Currently, it is only Kanvili that gets frequent water supply, but other adjoining communities do not get water. The community gets water once in a while. Some of these communities for the past 6 months have not got water. We have to buy water daily. Currently, we have two wells. One that was commissioned yesterday by the Honourable MP. This well is supporting the community with water”.

- ✓ **Aspect revealed:** Inadequate access to potable water in adjoining communities; Efforts of Member of Parliament

**Objective 3: Examination of how Selected News Framing Devices made Selected Aspects salient in “Access to potable water”- “Residents of Kanvili lack drinkable water”.**

The kicker revealed the aspect of the need for potable water. The headline carried the aspect of inadequate access to potable water. The lead conveyed the aspect of inadequate access to potable water in Kanvili and adjoining communities and vulnerability of residents to health risks and reliance on unsafe source of waters. The scene of images gave attention to the plight of the Kanvili community in getting access to potable water and evidence of reality of the unsafe source of water. The source affiliation revealed the human face behind the issue and conveyed the negative impact on indigenes of the community. The selection of quotes brought attention to the selected aspects that are on the mind of the indigenes of the community. The quotes that accompanied the news documentary were from three women and the Assembly member for the Kanvili Electoral Area. The selected quote from Fati Mohammed carried the aspect of lateness to school among pupils, negative impact on the livelihood of women and open defaecation in the community. The quote of Florence Gbewele revealed the aspect of the plight of residents in getting access to potable water for domestic use and open defaecation. The selected quote of Kodima Fuseina carried the aspect of negative impact on punctuality and productivity of workers. The quote of the Assembly member, Rahman Samuel, gave a selective attention to inadequate access to potable water in adjoining communities and efforts of Member of Parliament. In all, the news framing device gave prominence to the selected aspects as each of the news framing



devices brought attention to the selected aspects. The news framing devices in carrying the selected aspects gave a context to which the issue of inadequate access to potable water prevailed in Kanvili.

#### **4.2.7 Joy News Documentary “Access to water” “Dam serving 8 communities in Dungu in Northern Region dries up”. March 18, 2021.**

**Objective 1: Identification of Selected News Framing Devices that signal salience “Access to water” “Dam serving 8 communities in Dungu in Northern Region dries up”.**

- **Kicker:** “Access to water”
- **Headline:** “Dam serving 8 communities in Dungu in Northern Region dries up”.
- **Scene of images:** A scene that showed a group of boys riding bicycles toward a dam as they carry cans to collect water. Some other boys are scooping water to drink directly from the dam. Later, a group of school children arrive on their bicycles and walk to the dam to drink. The reporter narrates as the scene of images play: “The worry for these residents about where and when to get water in the coming days will be herculean. Their lives will revolve around moving from one community to another in search of water. Women and children spend hours in search of water. Mohammed Hafiz, is a Junior High School (JHS) 2 student of Aswarideen Junior High School. He has just closed from school but has to begin drawing water so that he fetches enough. He says he will have to increase the number of times he fetches the water so that by the time the dam dries up, they will still have some more to use”.





- **Selection of quotes:** The reporter's narration that accompanied the video, a school boy's quotes, a woman's quotes, a quote from a student of the University for Development Studies and the quotes of the Assembly member.
- **Source affiliation:** The reporter spoke to a school boy, a student of the University for Development Studies, a woman, and an Assembly member.

**Objective 2: Identification of Selected Aspects that characterise “Access to water”  
“Dam serving 8 communities in Dungeni in Northern Region dries up” as revealed  
through Identified News Framing Devices.**

- **Aspects revealed through Kicker:** “Access to water”
- **Aspect revealed through Headline:** Negative impact of weather conditions on source of water; Plight of number of communities
- **Aspects revealed through Scene of images:** Plight of women and school children in getting access to potable water; Evidence of reality of inadequate access to potable water.
- **Selection of quotes:** The reporter selected a school boy's quotes, a woman's quotes, a quote from a student of the University for Development Studies and the quotes of the Assembly member.
  - ✓ **Mohammed Hafiz, a school boy:** “We use it for drinking and washing our clothes. The pipes are not flowing so I do not have good supply of water to drink and cook our meals. People are drinking it and animals too are drinking it”
  - ✓ **Aspect revealed:** Reliance on unsafe source of water for domestic use; Sharing of water with animals



✓ **Sulemana Abdul Barrow, a student of the University for Development**

**Studies:** “We have had to rely on this water because we cannot afford the daily GH¢2.00 for a gallon of water sold by water vendors. It has been a month since we have water shortage in this area. The pipe is not flowing anymore and this is the only dam around this area and we are depending on it. When you come here around Saturday or Sunday, I bet you, you will cry. Students are suffering here. Some of the people in the community are selling water to us at GH¢2.00. Imagine you are a student and you are going to spend all your money on buying water from the natives. We are really suffering a lot in this area. This is the only dam that we have here and you know we cannot even use this one to wash our hands. The water is already contaminated and we are supposed use it and wash our hands or cook something and eat. They should please come to our aid. We need their help to support us. Just look at our school, University for Development Studies (UDS), so if you are here studying and there is no water here, we are going to suffer. We are appealing to Non-governmental Organisation (NGOs) and the government to come to our aid so we also get water for ourselves. We are appealing to them; they should come to help us”.

- ✓ **Aspect revealed:** Plight of students living in the community in getting access to potable water; Inability to afford water sold in the community; Appeal to government for intervention
- ✓ **Haruna Rufai, Assembly member:** “The people are suffering and all pleas to the Ghana Water Company Limited (GWCL) has not yielded any



result. In fact, I do not know when to start. But this water crisis has been a very big challenge to me. I cannot count the number of times I have been to the Ghana Water Company Limited (GWCL). It is getting to almost 2 months now. We have not had water for this electoral area. The people are suffering. This dam as we can all see serve a lot of communities here. It is about 8 communities. In fact, I cannot talk about this water. The water is so dirty that they cannot use it for anything so we are pleading to the authorities in charge should help us”.

- ✓ **Aspects revealed:** Inadequate access to potable water; Inaction of Ghana Water Company Limited; Number of communities relying on unsafe source of water.
- ✓ **Zaharaw, a woman in the community:** “The water situation is a big problem and you see the dam is almost dried up because for the past two months we have not had water. Look at the water I have fetched for use; I have to put chlorine tablets in it before I can use it. We suffer a lot because of water. We are therefore pleading with the big men and any philanthropist to help us. The people fetching the water are many”
- ✓ **Aspect revealed:** Negative impact of dry weather conditions; Plight of women and children in getting access to potable water
- **Aspect revealed through Source affiliation:** Negative impact on the residents of the community in getting access to potable water



**Objective 3: Examination of how Selected News Framing Devices made Selected Aspects salient in “Access to water” “Dam serving 8 communities in Dungu in Northern Region dries up”**

The headline carried the aspects of the negative impact of weather conditions on source of water and plight of the number communities in getting access to potable water. The scene of images revealed the aspects of plight of women and school children in getting access to potable water and evidence of reality of inadequate access to potable water. The selection of quotes focused on the quotes Mohammed Hafiz, a Junior High School 2 boy, a woman’s quote, a quote from a student of the University for Development Studies and Assembly member for the area. Mohammed Hafiz’s quotes gave attention to the selected aspects of reliance on unsafe source of water for domestic use and sharing of the same water source with animals. Suleman Abdul Barrow’s quote gave prominence to the selected aspects of plight of students living in the community in getting access to potable water, inability to afford water sold in the community and an appeal to government for intervention. The quote of Haruna Rufai, the Assembly member for the area, highlighted the selected aspects of inadequate access to potable water, inaction of Ghana Water Company Limited and number of communities relying on unsafe source of water. Zaharaw’s quotes brought in the selected aspects of negative impact of dry weather conditions and plight of women and children in getting access to potable water. The source affiliation gave an attention to the negative impact on the residents of the community in getting access to potable water. On the whole the reporter’s choice of selected news framing devices gave a selective attention to the specific aspects of the issue on inadequate access to potable water thereby putting the main issue in the context of the selected aspects. The selected aspects are made salient



through the news framing devices as each of the news framing devices gave prominence to each of the selected aspects on the issue of inadequate access to potable water in Dungu.

**4.2.8 Joy News Documentary “Climate Change”: “Access to potable water, a major challenge to some communities, Zoggu, Northern Region. September 17, 2021.**

**Objective 1: Identification of selected News Framing Devices that signal salience in “Climate Change” “Access to potable water, a major challenge to some communities, Zoggu, Northern Region”.**

**Kicker:** Climate Change.

**Headline:** “Access to potable water, a major challenge to some communities, Zoggu, Northern Region”.

**Scene of images:** The reporter narrated as the documentary showed an image of a woman carrying four-tied jerricans on her head as she walks on a road. The reporter’s narration: “Fuseini Fatima, a heavily pregnant woman, walks for over twenty minutes to obtain water while carrying four gallons on her head. Covering the distance has been her routine for months even in her condition. The scene of image showed a group of women fetching water from a borehole. The scene showed other people arriving at the borehole on bicycles that had jerricans tied on the carriers of these bicycles. The reporter continued the narration: “Children are not spared this ordeal. Ten-year old, Saiba Ayishetu, and her pals pedal bicycles for close to an hour to fetch water from the nearby neighbourhood. The reporter’s narration continued as the scene showed a scaffold that had a water tank mounted: Resting on this scaffold is a water tank right in the middle of Zoggu community meant to supply water to residents. The empty water tank is connected to a solar mechanised well drilled in 1999. The well was however constructed by International Non-governmental Organisation





(INGO), World Vision, for the community in 2015, but water does not flow through the pump anymore because some parts of the solar panels are rusted and damaged. While the narration was ongoing, the scene showed the signpost of the solar mechanised well that was drilled in 1999 and the well that was drilled by World Vision for the community. The reporter's narration continued: "Very critical and located in the centre of these 5 communities is this dam which is supposed to be the water source. 5 communities fetch water from the dam. The dry period has left the dam completely bare. This is a net for someone who used to fish here. But mind you, this was a source of drinking water and a source of fishing for residents living around this particular area. This particular land's water supply has dried up due to the effects of climate change and severe weather, leaving behind fractured soil. The majority of people living in these areas are farmers, and they rely on this water source to maintain their farms.

**Concluding Statement:** The reporter concludes: "Mitigating the impact of climate change remains critical to securing the livelihoods of the people here else the woes of Ayishetu Saiba and Fatima Fuseini will continue for a long time until the water problem is solved".

**Objective 2: Identification of Selected Aspects that characterise "Climate Change"**  
**"Access to potable water, a major challenge to some communities, Zoggu, Northern Region" as revealed through identified News Framing Devices**

- **Aspect revealed through Kicker:** Causative agent of inadequate access to potable water
- **Aspect revealed through Headline:** Inadequate access to potable water in Zoggu
- **Aspect revealed through Scene of images:** Negative impact of climate change on access to potable water; Routine plight of a pregnant woman in getting access to

potable water; Long distance, time taken to get access to potable water; Negative impact of climate change on rural livelihood; Dilapidated water facility; Efforts of International Non-governmental Organisations

- **Aspect revealed through Concluding Statement:** Climate change mitigation and security of livelihoods of people

**Objective 3: Examination of how News Framing Devices made Selected Aspects salient in “Climate Change” “Access to potable water, a major challenge to some communities, Zoggu, Northern Region”**

The kicker conveyed the aspect of causative agent of inadequate access to potable water in Zoggu. The headline focused attention on inadequate access to potable water in Zoggu. The scene of images made prominent the selected aspects of negative impact of climate change on access to potable water, routine plight of a pregnant woman in getting access to potable water, long distance and time taken to get access to potable water; negative impact of climate change on rural livelihood, dilapidated water facility; efforts of International Non-governmental Organisations. The concluding statement made prominent the aspect of climate change mitigation and security of livelihoods of Zoggu community. Above all, the news framing devices carried the selected aspects and made these selected aspects salient as each of the news framing devices culminated into giving the whole issue the angle which the issue of inadequate access to potable water was reported from Zoggu in the Northern Region of Ghana.





### 4.3 Discussion of Results

With regard to the first research objective, the news framing devices identified in TV3 News and Joy News documentaries on inadequate access to potable water are the kicker, the headline, lead, pull quotes, selection of quotes, source affiliation, statistics, concluding statements and scene of images. It was undertaken through identifying the news framing devices that were employed in the news documentaries. However, it was revealed in the analysis that some news framing devices were not employed in some news documentaries. Joy News documentaries such as “Access to potable water” “Kpalgini villagers share water source with animals” and “Thirst for potable water” “11% of Ghana’s population still drink from surface and other unsafe sources, Fusheigu, Northern Region” published on March 22, 2017 and April 16, 2020 respectively, did not have concluding statements. Other news documentaries that did not have kicker, headline and pull quotes include TV3 News Documentaries on “Inadequate access to potable water in Chanshegu, Northern Region”, “Inadequate access to potable water in Naamu, Salaga, Northern Region (now Savannah Region); “Inadequate access to potable water, Kpabia, Mion District Northern Region” published on February 4, 2020, February 17, 2020 and May 12, 2020 respectively. Also, a Joy News Documentary, “Inadequate access to potable water in Chamba, Nanumba North Municipality, Northern Region” published on August 11, 2018, did not have kicker, headline and pull quotes. In order to analyse the mentioned news documentaries, they were titled “Inadequate access to potable water” with the name of the community attached. This is because during the process of data collection, it was found out that these news documentaries did not have kicker and headline. Another set of news framing devices such as pull quotes and concluding statements were not employed in Joy News Documentaries: “Kulaw water shortage” “Residents faced with water crisis following near dryness of



community dam”, “Access to potable water” “Residents of Kanvili lack drinkable water” and “Access to water” “Dam serving 8 communities in Northern Region dries up” published on February 19, 2021, March 16, 2021, and March 18, 2021 respectively. Again, a set of news framing devices such as the kicker, pull quote and concluding statement were not employed in a TV3 News documentaries: “Children abandon school to search for water, Kabonwule, Kpandai, Northern Region, published on April 05, 2018. Pull quotes were not used in TV3 News Documentaries: “Access to water in Kpandai, Northern Region” Lack of access to potable water forces women to resort to unwholesome sources”, published on February 3, 2018; “Drinking water with cattle” “Bau residents affected with water borne diseases, Northern Region” published on June 18, 2018 and Joy News Documentary: “Water poverty” “Nabuli residents scramble for water from dirty ponds” published on March 10, 2020. Statistics and pull quotes were also not found in TV3 News Documentary: “Mion water crisis, Northern Region” “Situation affecting overall development of children” published on June 7, 2018; and Joy News Documentary: “Climate Change” Access to potable water, a major challenge to some communities, Zoggu, Northern Region” published on September 17, 2021. Nevertheless, the use of the other devices seemingly made the selected aspects salient. For instance, in the news documentaries that had a lead, source affiliation and selection of quotes, the selected aspects were highlighted. This resonates with Grammer (2019, p. 117). The study revealed that the news framing devices were employed by the reporters to construct, convey and make salient the selected aspects of the news documentaries. This further revealed the communicative power of the news framing devices. This finding resonates with Entman (1993, p. 52-53). The findings further revealed that a number of the kickers of the news



documentary appeared to be misleading as it was stated broadly. For example, news documentaries that had the kicker: “Access to water” seem to be broad and does not give a clue as one that states: “Water poverty”. The latter of the two kickers gives a clue and narrows the issue to a specific context. It is therefore recommended that news reporters and media houses should narrow the kicker of water related news to the specific challenge rather than stating it broadly.

The second objective of the study was to identify the selected aspects of the news documentaries as uncovered through the identification of the news framing devices. This was achieved through a close reading of the texts that was undertaken by identifying the selected aspects through the news framing devices that were identified. The identified selected aspects border on Human Development and Sustainable Development Goal (SDGs)<sup>3</sup> (Health), targets 3.2 and 3.3; SDG4 (Education) targets 4.1; SDG5 (Gender Equality and Empowerment) target 5.4 and SDG6 targets 6.1 and 6.2. The plethora of selected aspects confirms the linkage that water has with climate change, agriculture, food security, health, equality, gender roles, education, water infrastructure and political will in the following literature: The United Nations Human Development Report (2006, pp. 42, 44-45 & 47, 61), The United Nations Human Development Report (2019, pp. 159, 191) The United Nations World Water Development Report (2015, pp. vi, 2, 19-21), Northern Ghana Human Development Report (2018, pp. 79, 105 & 112), Connor et al. (2019, p. 28), Stringer et. al (2021, pp. 860) Lundqvist, Jägerskog and Grönwall 2015, p. 9), UNICEF (2000, pp.4 & 6), Wondon et al (2018, pp. 7-10, Harris et al. (2017, p. 6) and Stringer et al., (2021, p. 852), Jarraud (2015, p. vi), Pradhan et al. (2017, p. 1177). On the whole, the selected aspects that were identified echoed the views expressed in the literature of Human



Development as espoused by Sen (1999, p.17) and Sen (2000, p.17). The study reveals that health is one of the selected aspects that received prominence through a number of news framing devices. This selected aspect of health was found out to be one that threatens the lives of rural communities. While this current study revealed that health aspect was made salient, Wei et al (2015, p. 323) found out that water quality and health did not receive much attention. However, it was observed in the analysis and finding that, the reporters did not speak to health practitioners on the kinds of water borne diseases that prevailed in the rural communities where they reported on inadequate access to potable water. It is therefore recommended that in reporting on inadequate access to potable water, reporters should speak to health practitioners in the communities to ascertain the prevalence of the kind of water borne diseases that are in the communities. It was discovered that climate change impacted negatively on access to potable water in rural communities of the study regions as well as the livelihoods of the inhabitants of these communities. On the contrary, previous studies (Lam et al., 2017, pp 6 & 11) and (Shang et al., 2015, pp. 602-603) found that climate change was given little attention in the media. It is important to point out that political will and the availability of water infrastructure were key selected aspects that were made salient in the course of identifying the selected aspects. This finding is in consonance with Lam et al. (2017, p. 10-11).

With focus on the examination of salience, this study revealed that the reporters employed the identified news framing devices to signal the salience of selected aspects that characterised the reportage of drinking water issues. The evidence of the communicating power of news framing devices is evident in studies such as Lam et al (2017, pp.6-8) and Grammer (2019, p. 117). The current study revealed an avalanche of selected aspects that



were made prominent through the news framing devices. These issues range from water governance, management, security, climate change, health, education, gender, women and girl's empowerment and human dignity. The whole focus of this section is to explicate how salience is achieved through the news framing devices and selected aspects of the issue of inadequate access to potable water. This step is a confirmation of the view about the importance of salience to framing research as the process of news framing is one of selection and salience as expressed in de Vreese (2004, p. 46). This is a further confirmation of the view that Entman's (1993, pp. 52-53) conceptualisation of news framing as a theory revolves around selection and salience. The study was further facilitated by the constructivist and hermeneutic philosophical meaning making processes in the Interpretivist Approach of Social Science Research and Qualitative Research Methodology. Thus, the study proposes Interpretive News Framing Analysis as a methodology of news framing analysis.



## CHAPTER FIVE

### 5.0. Conclusions and Recommendations

#### 5.1. Conclusions

The final section of this study sets out to state the highlights of the preceding chapters. The study makes a vivid case for the importance of news framing devices and the need for further research in the examination of salience. Also, the prevalent situation of inadequate access to potable water gave reason for the need to pursue this research. In the second chapter, literature reviewed revealed that studies that have been undertaken in media reportage of water issues seemingly focused on prominent page position, frequency counts and type of news stories. News framing devices such as headlines, leads, sources and quotes only received mention in water related studies. It further emerged that issues of drinking water have a direct linkage with human development and sustainable development goals. The theoretical framework explicates and constructs the process of selection and salience that is achieved through news framing devices. Chapter three gives an indication of how the News Framing Analysis was implemented. It makes a case for the Interpretivist Approach in the pursuit of undertaking a Qualitative Research Methodology and Design. It further gives an insight into the logic for the choice of the paradigms, data collection methods and data analysis. Chapter four presents the analysis which was guided by the objectives. This chapter brings to the fore the selected aspects that border on health, human dignity, gender, girls and women empowerment, education, climate change, water governance, management and security. It revealed that salience is achieved through the use of news framing devices. The crux of this chapter then comes to the conclusions below:





- ✓ News framing devices have the communicative power to make salient selected aspects of news documentaries on inadequate access to potable. In the same vein, the study concludes that, the measurement of salience in news frame research can be achieved through the use of news framing devices.
- ✓ The study came to the conclusion that a water-related issue such as inadequate access to potable water is not a stand-alone issue. This is because the chosen aspects of the lack of access to clean water in rural communities in the study regions are issues related to human development and are expressed in Sustainable Development Goals 3 (Health), 4 (Education), and 5 (Gender Equality and Girl-child Empowerment).
- ✓ The study concluded that the two private television networks (TV3 News and Joy News) selected for this study gives attention to inadequate access to potable water in their news segments Mission, Joy News Today and Joy News Desk respectively during their prime-time news. This is in contrast to studies that concluded that the media does not give attention to water issues.
- ✓ The study concludes that political will is critical to solving inadequate clean water in the rural areas of the study regions as political will to provide an efficient, effective and functioning water infrastructure that provides affordable, safe and adequate water can lead to improvements in health, education and empower women and the girl-child thereby reducing poverty in these communities.
- ✓ It is further concluded that the study employed an eclectic strategy of adopting different analytical frameworks and conceptualisation, and varieties of paradigms to undertake a Qualitative Research study that took on an Interpretivist Approach.



## 5.2. Recommendations

The Ministry of Water and Sanitation, its agencies, Ghana Water Company Limited and Community Water and Sanitation Agency, international governmental organizations, international non-governmental organizations, and local non-governmental organizations must do more to ensure the achievement of Sustainable Development Goal (SDG) 6 to mitigate its consequences on the achievement of SDG 3, 4, and 5. This is because of the seriousness of the problem of inadequate access to water in the study regions and the attendant health, educational (school attendance among children especially girls), gender discrimination and women empowerment, and human dignity implications.

It is further recommended that the media in Ghana focus on the political dimension of inadequate access to potable water so as to push politicians to exercise the political will to provide drinkable water in the study regions' rural settlements.

The study recommends that the reporters and the media houses should speak to experts in the aspects that news reportage reveals to give credible source references to the news documentaries. Future researchers should conduct a study on how news framing devices are used in newspaper reporting to make water issues salient, as this study found that they highlight certain aspects of news documentaries (audiovisual data) on rural communities' inadequate access to potable water. A further study is required to be undertaken by future researchers on how news framing devices make the news salient by employing a Quantitative Research Methodology.

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