

Print Media Framing of National Disasters: A Content Analysis of the Daily Graphic and Daily Guide

Authors : Abena Abokoma Asemanyi

Abstract : The study examined how the National Disasters are framed in the print media: a study of Daily Graphic newspaper in Ghana. The communication theories employed to conduct this study was Agenda Setting Theory by McCombs and Shaw and the Framing theory by Goffman and Entman. The media's coverage of National Disasters are of much concern to the general public. This research seeks to know how the Daily Graphic framed National Disasters that occurred in January 2015 and June 2015 respectively. The January 2015 National Disasters was termed as Fire Outbreaks while the June 2015 National Disasters was Twin Disasters. A total of 43 disaster news stories were analysed for this study. Out of the total number, 9 headline stories were analysed in the month of January 2015 and 34 headline stories were looked at in the month of June 2015. The study came up with five (5) themes. Through Content Analysis, the study also revealed that the theme of Action featured more than the other themes which are Fear, Violence, Sympathy and Confusion. Finally, the study showed the number of days disaster news headlines lasted in the Daily Graphic during the period stated above. It was revealed that the Fire Outbreaks in January 2015 appeared in the Daily Graphic for 8 days while the Twin Disasters appeared in 16 days in June 2015.

Keywords : national disaster framing, ghana, daily graphic, daily guide

Conference Title : ICCMS 2017 : International Conference on Communication and Media Studies

Conference Location : San Francisco, United States

Conference Dates : September 28-29, 2017