

**NEWSPAPER COVERAGE OF CHILD LABOUR: A CONTENT  
ANALYSIS OF THE *DAILY GRAPHIC*.**



**A LONG ESSAY SUBMITTED TO THE UNIVERSITY OF GHANA IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF A MASTER OF  
ART DEGREE IN COMMUNICATION STUDIES**

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## DECLARATION

I do hereby declare that this long essay is the result of my research except for references to other people's work which have been duly acknowledged. I therefore accept responsibility for any shortcoming in it.

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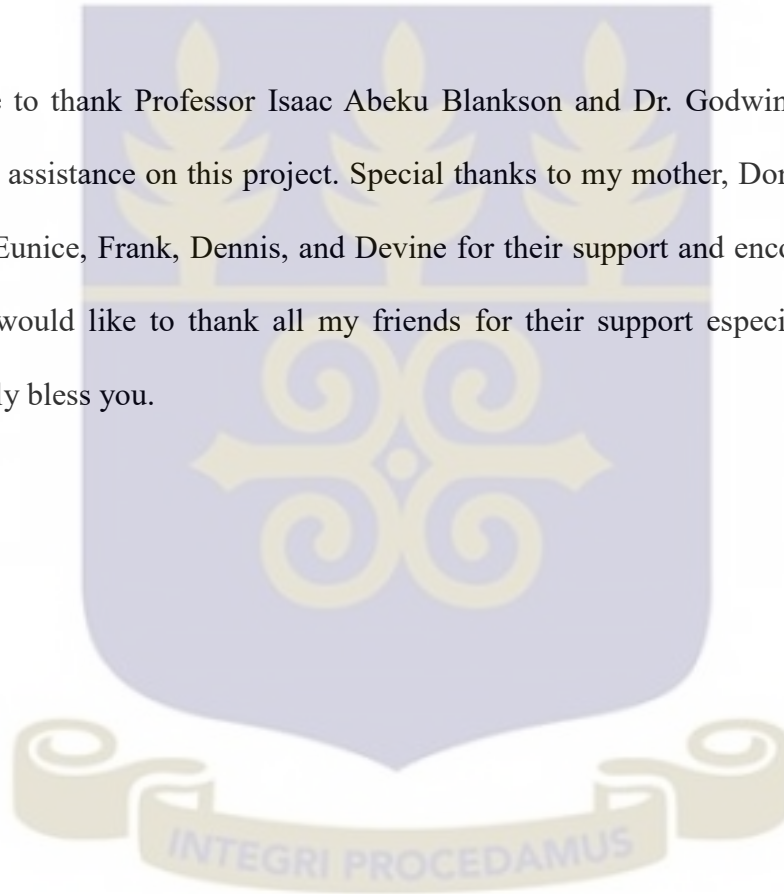
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## DEDICATION

To Mamaa, Doris Adumoah Apau and my late father Devine Kofi Kudjonu. I love you.

- Devdor.



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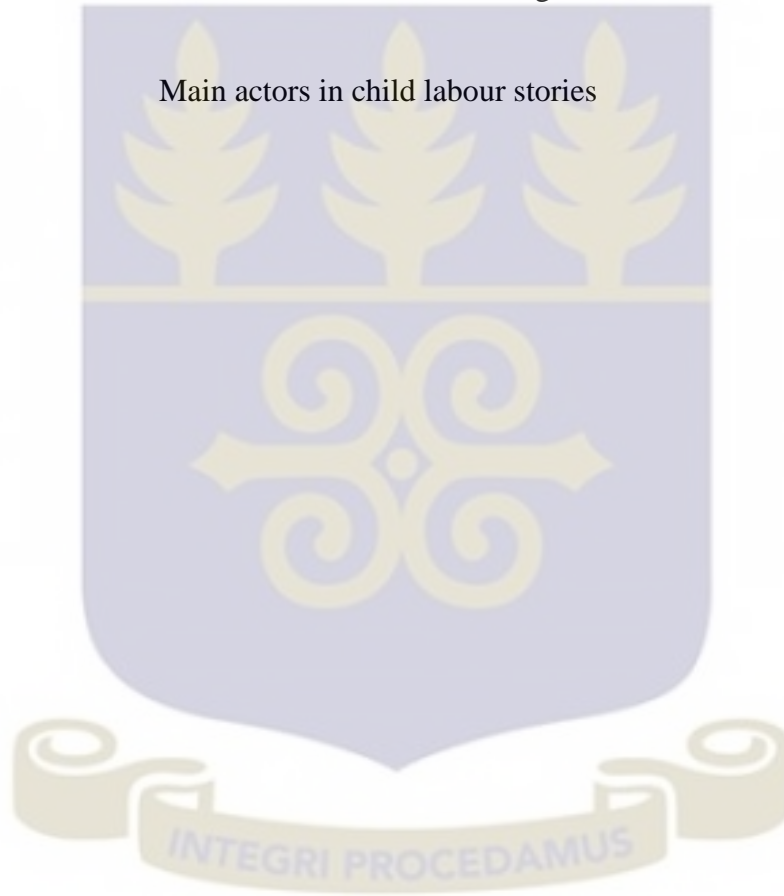
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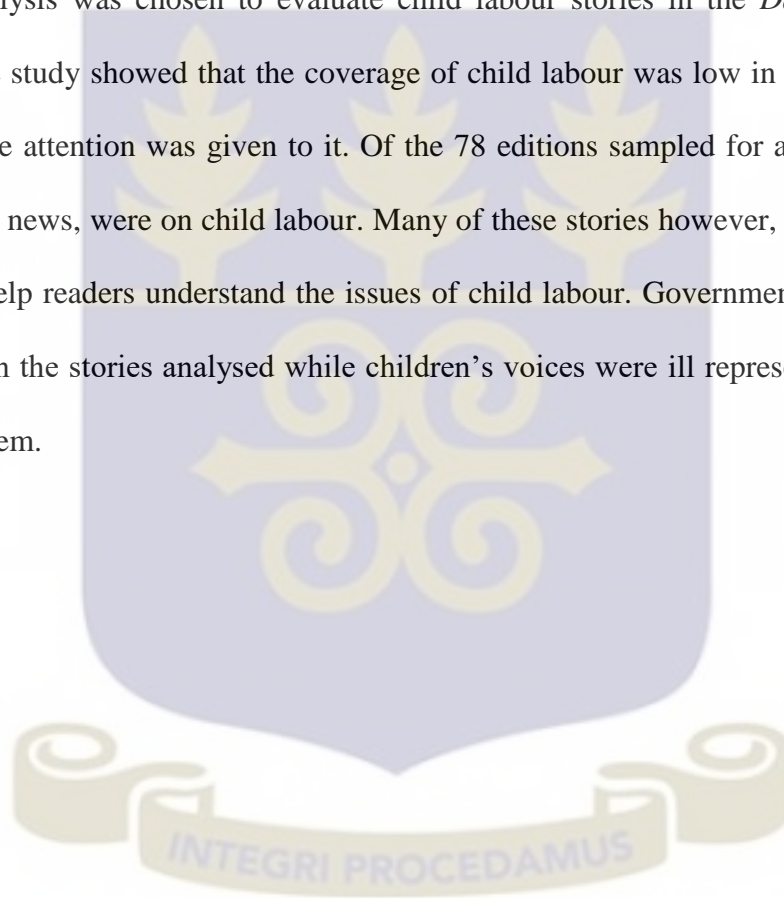
## LIST OF ACRONYMS

<b>ILO</b>	International Labour Organization
<b>UNICEF</b>	United Nations Children’s Fund
<b>ECOWAS</b>	Economic Community of West African States
<b>CHRAJ</b>	Commission on Human Rights and Administrative Justice
<b>GCLS</b>	Ghana Child Labour Survey
<b>IPEC</b>	International Programme on the Elimination of Child Labour
<b>SPSS</b>	Statistical Package for the Social Sciences
<b>ITUC</b>	International Trade Union Confederation
<b>GJA</b>	Ghana Journalists Association
<b>GNA</b>	Ghana News Agency
<b>NGO</b>	Non-Governmental Organisation



## ABSTRACT

The study examined newspaper coverage of child labour. The main objective was to study the frequency, nature and forms of child labour coverage by the *Daily Graphic*. The study also set out to establish the type of story and source of child labour issues and covered by the newspaper and to identify the main actors of the child labour issues. A quantitative method that specifically used content analysis was chosen to evaluate child labour stories in the *Daily Graphic*. The findings from the study showed that the coverage of child labour was low in the *Daily Graphic* even though some attention was given to it. Of the 78 editions sampled for analysis, 37 stories generally straight news, were on child labour. Many of these stories however, did not give an in-depth report to help readers understand the issues of child labour. Government officials had the dominant voice in the stories analysed while children's voices were ill represented in the issues that concerned them.



## CHAPTER 1

### INTRODUCTION

#### 1.0 Background

Child Labour is a social problem of global concern associated with the rise of industrial production and capitalism (Shahrokhi, 1996). Even though it appeared in earlier ages in agricultural societies, it was especially obvious during the Industrial Revolution of the 18th century in Great Britain. Children during this age were forced to work for long hours under dangerous conditions for little stipend in factories and mines. This affected the welfare and health of many of these children who were below ten years old.

A child is defined as anyone below the age of eighteen (18) according to Article 1 of the United Nations Convention on the Rights of the Child.

#### Meaning of child labour

According to Bruscano (2001:1), “one of the biggest problems with child labour is the existence of the phrase child labour.” It comes with a lot of weight, but very little meaning. What comes to the minds of people when they hear it? What does it mean to people when they say it? There is no single definition for child labour. For some people, having a child do part-time work while in school is not right, while others do not hesitate to send their children to the farm every day.

To call all work children engage in as child labour would be a generalization of the issue under discussion. Thus, in order to define child labour, the context in which the definition is used must

be analysed. Thus, varying from country to country, work may be classified as child labour depending on the child's age, the type and hours of work done, the circumstances under which the work is performed and the objectives being pursued. Almost all children engage in some form of work. Children may work for pleasure, leisure, hobby, helping parents, money or aspiration. Children are now encouraged to take part in practical education that will help them with skills to persist in the economical world. This is part of the normal process of growing up in most developing countries. According to International Trade Union Confederation (ITUC),

Child labour is often defined as work that deprives children of their childhood, their potential, dignity and harmful to their physical and mental development. It refers to work that is mentally, physically, socially or morally dangerous and harmful to children and/or interferes with their schooling by depriving them of the opportunity to attend school, obliging them to leave school prematurely or requiring them to attempt to combine school attendance with excessively long and heavy work.

Many scholars define child labour as the participation of school-aged children on a regular basis in the labour force in order to earn a living for themselves or to supplement household income. Child labour therefore prevents school participation and possibly exposes children to health hazards. Empirical studies reveal that, children contribute as high as one third of household income at times and their income source cannot be treated as insignificant by poor families. (Patrinos and Psacharopoulos, 1994).

According to ILO convention 138, child labour is when children under the age of fifteen (15) are made to do work that is physically or mentally harmful and interrupts their education and social development. Thus, children's engagement in commercial activity can be positive if it does not negatively affect their health and development or interfere with their education. Therefore, work

that does not interfere with education (light work) is permitted from the age of twelve (12) years under the ILO convention 138.

### **Forms of child labour**

Children are involved in different labour activities reflecting the economic hardships faced by households. This gives an indication of the nature of the problem. Children are either working for family support or for themselves. Child work may be beneficial for children and their development if the work has a link with some form of education. Any kind of child work may be harmful for children if it impedes children's education and development. In this way, child labour is to be in a continuum that it might range from best to worst and from beneficial to harmful and more exploitative ones, depending on the nature and condition of work (White, 1997).

With regard to the nature and type of child labour, the ILO and International Programme on the Elimination of Child Labour (IPEC) identified nineteen (19) worst forms of child labour. Many of these forms of child labour are very difficult to address, as they are scattered and invisible. According to the ILO, these forms range from trafficking of girls for prostitution and slavery, as well as using children in activities such as head portorage, fishing with dangerous chemicals, domestic servitude, farming and mining with dangerous machinery. The worst forms of child labour as defined by Article 3 of ILO Convention 182 include:

- all forms of slavery or practices similar to slavery, such as the sale and trafficking of children, debt bondage and serfdom and forced or compulsory labour, including forced or compulsory recruitment of children for use in armed conflict.

- the use, procuring or offering of a child for prostitution, for the production of pornography or for pornographic performances.
- the use, procuring or offering of a child for illicit activities, in particular for the production and trafficking of drugs as defined in the relevant international treaties.
- work which, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety or morals of children.

A study by Bourdillon (2000), also suggests that, there are different forms of child labour that range from children involved in trading activities, children working in small-scale agriculture, children in domestic employment (as young as ten years old), as well as children in large scale agriculture. Bourdillon (2000) discovered some schools (the “earn and learn” schools) in a tea and coffee estates run by a company in Zimbabwe. Children were admitted into these schools on condition that they agreed to work. In the informal mining sector, children were found in harsh and dangerous conditions, including underground mining. Mining is very dangerous especially to children (Bourdillon, 2000). In terms of the convention concerning the prohibition and immediate action for the elimination of the worst forms of child labour, mining constitutes one of the worst forms of child labour as it exposes children to various dangers in the mining sector.

## **Global Context of Child Labour**

Based on data from the United Nations Children's Fund (UNICEF), the ILO and the World Bank, recent global estimates indicate that 168 million children aged five (5) to seventeen (17) are engaged in child labour. About 150 million children among them are below the age of fourteen (14). In addition, millions of children undergo the worst forms of child labour, comprising sexual exploitation, slavery, and slavery-like practices such as forced and bonded labour and child soldiering, or are used in illicit activities by adults, including drug trafficking (UNICEF, 2014). Millions of children are engaged in unsafe conditions such as working in mines, working with dangerous machinery or working with chemicals and pesticides in agriculture. According to UNICEF, child labourers are everywhere but invisible, toiling as domestic servants in homes, laboring behind the walls of workshops and hidden from view in plantations. Indeed, millions of children around the world are deprived of their childhood as they are confined in child labour. Many are robbed of their health, education, and are condemned to a life of poverty (UNICEF, 2014).

According to UNICEF (2014), current research indicates that in South Asia 44 million are engaged in child labour and in sub-Saharan Africa, around one in three children are engaged in child labour, representing 69 million children. This persistence of child labour according to the ILO is rooted in poverty and lack of social protection for children.

The ILO 2015 world report on child labour notes that about 20 percent to 30 percent of children in low-income countries complete their schooling and enter the labour market by the age of 15. The report states that paving the way to decent work for young people reveals that young people

who were burdened by work as children are consistently more likely to settle for unpaid family jobs. These young people are also more likely to be in low paying jobs. This new report shows the need for a coherent policy approach that tackles child labour and the lack of decent jobs for youth. Thus, keeping children in school and receiving a good education until at least the minimum age of employment, will determine the future of a child.

The report examines the future careers of former child labourers and early school leavers based on a twelve-country survey addressing the challenges of eradicating child labour and safeguarding decent work for young persons. The main findings of the report are that, children who were engaged in child labour had low levels of education and have unstable work that fail to meet basic standards later in life. This finding was attributed to the likelihood of children leaving school early before the legal minimum age of employment is reached. Thus, school leavers were at a greater danger of being outside the world of work and less likely to secure steady employment. The report stated that in many countries, a high number of children aged between 15-17 years were doing hazardous work or works classified among the worst forms of child labour.

The report recommends early interventions to get children into school and out of child labour. In addition, particular attention should be given to the 47.5 million young people aged 15-17 in hazardous work especially vulnerable girls. Also, it advocated for measures to ensure the smooth transition to decent work prospects for young persons after school.

## **Incidence of child labour in Ghana**

Ghana is not exempted from the problem of child labour. According to the 2003 Ghana Child Labour Survey (GCLS, 2003), many sectors of the Ghanaian economy had large numbers of child labourers, particularly the agriculture sector with 62.5 percent of such child labourers. Even though Ghana has taken several steps to withdraw or prevent children from engaging in child labour after the programme on the elimination of child labour was instituted in 2000, the Ghana Statistical Service (GSS) Child Labour report in August 2014 states that, 21.8 percent of children aged 5-17 years are still engaged in child labour.

Children in major commercial towns and cities like Accra, Tema, Obuasi, and Tamale are engaged in the worst forms of child labour including fishing, mining, hawking and domestic servitude. Children are also trafficked into slavery, prostitution and bonded labour to mention but a few. In agriculture, children are engaged in fishing for tilapia and other fishes, fishing gear production and canoe launching and paddling. Children are also engaged in casting and pulling fishing nets and untangling fishing nets underwater. Children also sort, clean, and smoke fish as well as clean and repair nets and boats. In the production of cocoa, children carry heavy loads on the farm and work in harmful pesticide spraying environments. They are also engaged in the usage of dangerous farm machinery as well as herding of livestock.

In industry, children are engaged in small-scale mining using harmful chemicals like mercury, working in pits, excavating and quarrying. In the provision of services, children are engaged in the transportation of heavy loads as head porters or *kayaye* (mainly girls who perform head portage). They are also engaged in street hawking, street begging, running errands,

transporting, and selling of goods and foodstuffs. Children are also engaged in commercial sexual exploitation, which may be an outcome of human trafficking.

Ghana is a source, transit, and destination country for the trafficking of children for commercial sexual exploitation and forced labor according to a Trafficking in Persons Report (2013). Predominantly in the Volta and Western regions, a greater number of girls and to some extent boys are involved in commercial sexual exploitation. In Ghana, over one million children are negatively affected by the exploitation of child labour and this generally affects national development.

Ghana joins the International Community each year on June 12 to mark World Day Against Child Labour. In 2015, the celebration, which was on the theme “No to Child Labour – Yes to Quality Education” was a call for all persons to actively support the fight against child labour to promote the rights of children. The aim was to bring more attention to the problem of the phenomenon and to explore ways to eliminate it. The Minister of Employment and Labour Relations, Mr. Haruna Iddrisu, during this years’ celebration expressed worry over the pervasive nature of child labour in the country. He said:

Child labour is pervasive in Ghana and a major contributory factor in the perpetuation of inter-generational poverty. Child labour is a stubborn problem in that when it is overcome in certain places it resurfaces in new unanticipated ways. Victims of child labour do not go to school and have little or no time to play; many do not receive proper education, nutrition and healthcare. They are denied the chance to be children, while they become objects of extreme exploitation, working long hours and receiving minimal pay. They work under severe conditions and were often not provided with the stimulation for proper physical and mental development (GNA, 2015).

This suggests that, child labour is prevalent in Ghana and it is a major social problem which goes beyond just the intervention of government. It needs the attention of all stakeholders, including the media to address it.



*Photo credit: ILO Ghana*

*Figure 1.1: A boy working in a cocoa barn during school hours*

## **1.1 Problem Statement**

The media play an important role in bringing public attention to the problem of child labour through news reports in order to help eliminate the menace. According to Singh, Naidoo and Usdin (2000) the media must play a crucial role to ensure that children's rights are promoted and protected at all times. The media must play this role by covering children's issues within the context of journalistic independence, upholding high ethical standards and raising awareness of rights and responsibilities of children. This they (media) can do by providing opportunities for children to express the impact of adult decisions and behavior on their lives as well as speak freely about their hopes and fears.

Within the context of the Social Responsibility theory of the press, the media should be for the public good and the development of the nation. The study thus seeks to find out if in playing their role in society, the media reports children's issues in a manner that is challenging, informative and educative, especially regarding issues of child labour.

This study investigates newspaper coverage of child labour in *Daily Graphic*, in light of the following objectives.

## **1.2 Objectives of the Study**

The study seeks to examine the frequency and nature of coverage of child labour issues in the *Daily Graphic*. This is in light of the vulnerability of children to the practice of child labour and to establish if ethical standards were adhered to in the coverage of children. Again, the study examines if the coverage helps to expand or constrain the understanding of child labour issues.

The objectives for the study are:

- i. To identify the forms of child labour covered in the *Daily Graphic*.
- ii. To examine the nature of coverage of child labour issues in the *Daily Graphic*.
- iii. To establish the type of story and source of child labour issues in the *Daily Graphic*.
- iv. To identify the main actors of the child labour issues in the *Daily Graphic*.

### 1.3 Research Questions

The following questions guided the study:

- i. What forms of child labour are covered in the *Daily Graphic*?
- ii. What is the nature of coverage of child labour issues in the *Daily Graphic*?
- iii. What are the types of stories and sources of child labour issues in the *Daily Graphic*?
- iv. Who are the main actors of the child labour issues in the *Daily Graphic*?

### 1.4 Significance of the Study

The research findings will contribute to the existing knowledge on newspaper coverage of children's issues in the Ghanaian context. Given the media's demonstrated ability to reach a large number of the public and influence public opinion, the lack of periodic research on media coverage of child labour issues in Ghana is perturbing. The research findings will therefore help to stimulate interest in the area and serve as a significant resource material for future researchers to provide substantial insights on press coverage of child labour.

### 1.5 Operational Definitions of Terms

**Type of story:** This is defined as whether the story on child labour was a straight news story, a feature story, an editorial or an opinion.

**Source of story:** This is defined as the source cited in the coverage.

**Dairy event:** This is defined as an event on child labour for which a journalist received an invitation to cover. These stories usually do not have context and are reported as they happened and as witnessed by the journalist. These include press conferences, inauguration ceremonies and other media invitations for news coverage among others.

**Enterprise story:** This is defined as a child labour story not based on press releases or news conferences but done through the initiative of the reporter. These stories usually have context, and it is an in-depth analysis of the topic. These are mostly feature stories.

**Forms of child labour story:** This is defined as whether the story on child labour was categorized as either child portorage, domestic servitude, fishing, farming, mining, hawking, commercial sexual exploitation of children or child trafficking.

**Child trafficking:** This is defined as children who are marketed or traded into slavery, armed conflict, prostitution or any form of bonded labour.

**Nature of coverage:** This is defined as whether the story on child labour was educative (that is, it had context and was a detailed account of the issue) or informative (that is, it had no context and depth).

**Main actors in story:** This is defined as whether the dominant voices in the story were children, parents, government officials or advocacy groups

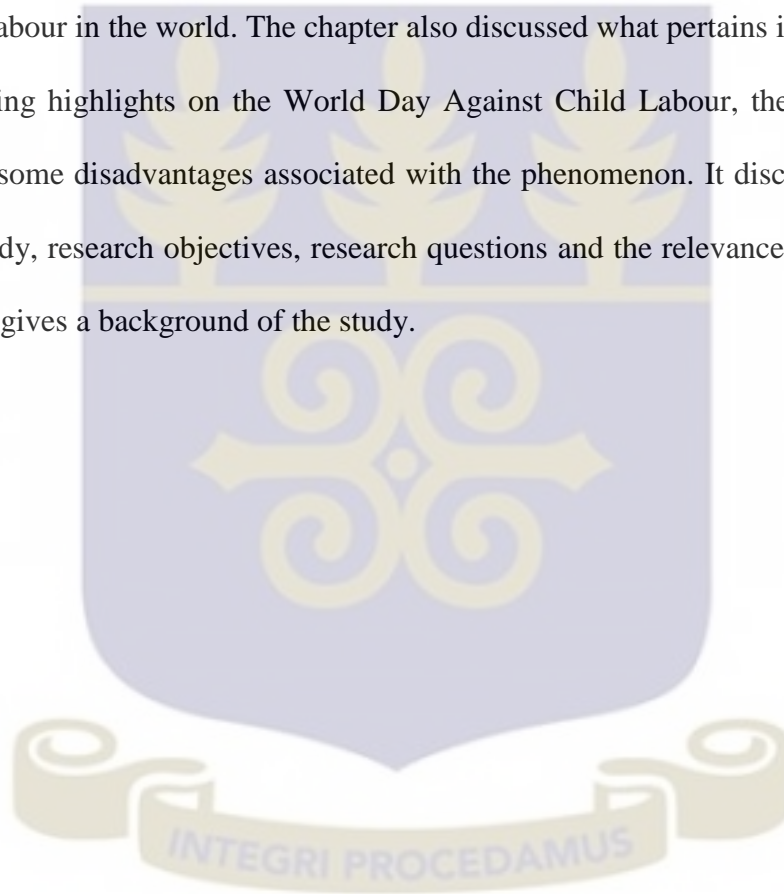
## 1.6 Organisation of the Study

This work is organised into five chapters. Chapter One briefly introduces the study and gives both a local and global context of child labour. Chapter Two covers literature and theoretical

review on the study. Chapter Three covers the data and procedures used in carrying out the study. Chapter Four covers the results and discussions of the study and Chapter Five covers the conclusions and recommendations made based on the findings.

## **1.7 Summary**

This Chapter introduced the study. It discussed the meaning of child labour and general issues relating to child labour in the world. The chapter also discussed what pertains in Ghana regarding child labour; giving highlights on the World Day Against Child Labour, the various forms of child labour and some disadvantages associated with the phenomenon. It discussed the problem informing the study, research objectives, research questions and the relevance of the study. This chapter therefore gives a background of the study.



## CHAPTER 2

### THEORETICAL FRAMEWORK AND LITERATURE REVIEW

#### 2.0 Introduction

This chapter deals with the theoretical framework and a review of related literature. It discusses the theory that underpins the study. The literature reviewed focused mainly on child labour and the media.

#### 2.1 Theoretical Framework

This study is underpinned by the social responsibility theory of the press. The social responsibility theory of the press, which was developed by Fred S. Siebert, Theodore Peterson and Wilbur Lang Schramm in 1956 came into being “as a result of pluralism in media ownership and content of the media, which created uneasiness on the part of the public” (Siebert et al., 1956).

Alongside their Authoritarian, Libertarian and Soviet theories, Seibert et al. also presented a third theory, Social Responsibility theory in their book, *Four Theories of the Press*. A critical point of their view is that in the dissemination of information to its audience, the media should use its influential position to ensure an apt delivery. The core of the Social Responsibility theory is that the media should be for the development of the nation and the public good. It emphasizes the need for a free press that examines other social organizations and provides news that is accurate and objective. Though the theory campaigns for the freedom of the press, the press has certain obligations to such freedom. That is, it should be responsible to society for carrying out certain

essential functions of mass communication in contemporary society (Siebert, et al., 1956; McQuail, 2000).

The theory calls on the media to be responsible for fostering the production and creation of "great communities" (Baran and Davis, 2003). It suggests that media should do this by prioritizing cultural pluralism, that is, by becoming the voice of all the people, not just elite groups. It also points out that the media, in performing their duty, must abide by the highest ethical standards. For instance, Maley (2000) notes that, "in social and cultural matters, the various media provide the main platforms of debate, and their choices of subjects, participants and opinions which shape the agenda and much of its content" (p.34). Therefore, the media plays a significant role in forming and influencing people's attitudes and behaviour (Brawley, 1995).

A report titled "*A Free and Responsible Press*" outlined five guidelines for a socially responsible press. These are:

- A truthful, comprehensive, and intelligent account of the day's events in a context, which gives them meaning.
- A forum for the exchange of comment and criticism.
- The projection of a representative picture of the constituent groups in the society
- The presentation and clarification of the goals and values of the society
- Full access to the day's intelligence (Middleton, 2009. p.3).

According to Middleton (2009), these guidelines may not be exact although they may be binding on the press. Thus, these guidelines have generally not had a significant impact on the development of the media industry.

The theory highlights the crucial role of influencing societal processes by the communications sector, the formation of civil society movements and public outlook, as well as social and political development patterns. The power and near monopoly position of the media imposes an obligation for the media itself to be socially responsible. , to see that all sides are fairly presented, that “the public has enough information to decide and that if the media does not take on themselves such responsibility it may be necessary for some other agency of the public to enforce it” (Siebert et al., 1956)

The theory is of particular relevance to this study since it provides a framework through which one can analyse the role of the media in shaping societal processes and reporting societal problems of which child labour issues are very important. For the purposes of examining the frequency, nature and forms of coverage of child labour issues, certain assumptions of the theory will be applicable. The assumptions which states that, the media must be a voice for all and coverage must be of the highest ethical standard were of concern to this study. This helped to establish if the child labour stories covered were in a context, which gives them meaning.

## **2.2 Related Literature**

This section reviews and presents related studies done on child labour and the media, which, is the focus of the study. Most of the studies reviewed were conducted in African media (including Ghanaian media) and in the Western press. Evidently, more studies needs to be conducted in Ghana for a lot more people to understand the context of child labour issues. This is because the media has the ability to stimulate public opinion and influence a large number of people on such social issues.

### 2.2.1 Media and child labour

According to Oyero (2011), people get most of their information from news in the media. Thus, the way social issues are identified, defined and responded to is largely dependent on how those issues are presented in the news. The study set out to establish how children's issues were covered in the media, with a view to finding whether in terms of children's rights issues, the media help to expand or constrain the understanding of readers.

The study used content analysis as the research method and examined both government-owned and privately owned national newspapers from Ghana and Nigeria. These newspapers were *Daily Graphic* (government-owned) and *Daily Guide* (privately owned) from Ghana and *Daily Times* (government-owned) and *The Guardian* (privately owned) from Nigeria. The study investigated the extent of coverage given to child rights, the specific child rights issues reported, the prominence it was given, journalistic genres adopted and a comparative study of government-owned papers and privately owned newspapers, among other objectives. Newspapers, totaling 1,200 from a five-year study period (1999-2003) were selected randomly from the four newspapers.

The study recorded high inter-coder reliability ranging between almost perfect and substantial agreement, thus establishing the appropriateness of coding instructions, category definitions and unit of analysis. The qualitative analysis focused on textual abuse of the sampled newspapers that may constitute abuse of children. The findings revealed that while the four newspapers, generally underreported children's rights issues. Ghanaian newspapers (56.9%) gave greater coverage to child issues compared with Nigerian newspapers (43.1%). The findings also revealed

that government-owned newspapers with 60 percent did better in reporting children's rights issues than privately owned newspapers (40%). Therefore, the two countries' newspapers did not deliver the expected understanding of child rights issues.

From the findings of the study, out of the 1,200 newspapers from the five-year study period analysed, only 448 stories on child rights issues were identified. Children's issues were presented as not important, and children's voices were poorly represented in matters that affect them. Moreover, the dominant voices behind children's rights were those of advocates and NGO's, while children's voices were hardly heard. There was also lack of enough evidence to establish textual abuse of children in all the newspaper issues examined.

Oyero (2011) recommended that, it is necessary to make a more determined effort by giving children their place in news presentation and placing children's rights issues on the public agenda. The study also recommended that, there should be improvement in the coverage given to child rights issues in all aspects to stimulate response to the issues by the public and policymakers. Oyero (2011) emphasized the need to have a policy guide that would ensure greater assurance on the part of the press to child rights issues. Again, the continuous existence of government-owned newspapers is important, in the interest of public service, as they are in a better position to report development issues like child rights, than privately owned newspapers.

A study by Manzo (2005), set out to analyze child trafficking and slavery in relation to media coverage of West African children, international law and academic research within geography and development studies. The study examined the meaning of child trafficking and what entails in West Africa.

According to Manzo, (2005) the study was inspired by media coverage as global issues of child trafficking and some worst forms of child labour such as slavery captured media interest. Manzo (2005) used content analysis of media reports, international legal documents and academic research to arrive at the findings of the study.

The study found that child traffickers may be agents of slave holders but they are not themselves 'slavers' nor do they operate necessarily through force, coercion and violence. The study also found that poverty pushes families into consenting to trafficking. Thus, trafficking was both poverty-induced and adult-initiated. Children also worked in hazardous environments characterized by economic exploitation. Manzo (2005) points out that future studies may identify situations where the labour of trafficked children have not been exploited in ways suggested in this study. Thus, future studies may test the validity of this study's arguments in other contexts.

A paper presented by Oyesomi, Oyero and Okorie (2014) examined the use of development journalism to promote media advocacy for child right issues in Nigeria. According to the researchers, in the scope of journalism, child right issues are recurrent issues that have raised different outlooks and reactions among media experts and scholars. Development media theory and the agenda setting theory underpinned the study, and it pointed to the fact that child right issues are developmental issues that demand adequate attention from the media.

Oyesomi, Oyero and Okorie (2014) believe journalists have the responsibilities to perform the watchdog and informational role in the society. Additionally, a development journalist, according to them, must perform the roles that promote media activism for development and social change. According to the researchers, it is expedient that development journalists promote

the welfare and interest of all children including the Nigerian child. This is in line with international conventions and laws that promote child right and human resource development in the national and international community.

Oyesomi, Oyero and Okorie (2014) notes that the media should report child rights issues like child labour and child trafficking. In addition, individuals that perpetuate such crimes should be deterred from further acts and be punished. More importantly for the researchers, development journalists must spearhead campaigns that promote child right issues. It is useful that the media publish and broadcast reports on child rights issues in newspapers, magazines, radio stations and television stations as issues of national interest.

According to Ortum (2013), the manner in which news is covered can influence how social issues are interpreted and responded to by the public and policy makers. The study examined the coverage of children's issues in leading Kenyan newspapers were examined to identify the extent, type and level of prominence of children's issues in two newspapers. The study used content analysis as the research method and examined 240 editions of both *The Daily Nation* and *The Standard newspapers*.

Ortum (2013) found that children's issues had low prominence, which made children invisible in the articles of both newspapers. These articles were found in the middle pages of both newspapers unlike the front and back pages. In addition, a comparative study of both newspapers revealed that, *The Standard newspaper* covered more issues of children than *The Daily Nation*. These findings are consistent with most the literature reviewed by Ortum (2013) since the studies also revealed low prominence and coverage of children issues.

Ortum (2013) recommended that to help raise the profile of children in the society, there was a need to increase the coverage of children issues by the Kenyan leading newspapers. More significant for the researcher is for the media to take on more responsibility to give appropriate and relevant prominence to coverage of children issues so as to attract public and government attention. This will help to address such issues of children in the society and advance national development because children's issues require sufficient publicity to influence the decision-making processes.

Gatheru (2011) in a study investigated the benefits of mass media programs as a way to campaign for children's rights. The study sought to determine the impact of the print media's role in strategies for child abuse prevention and community education.

A case study and survey were the methods used for the research and according to the researcher; a descriptive survey was the best way to study the research problem. A simple random sampling technique was used to select the survey sample of 45 respondents from a target population of 132 staff members of Nation Media, a Kenyan media house, to carry out the study. The data for the study was analysed using SPSS and Microsoft excel, thus, inferential and descriptive statistics.

Gatheru (2011) found that child abuse is still prevalent in Kenya and the print media positively influences strategies for child abuse prevention and community education. The study revealed that, the print media has helped to create public awareness about the urgency of child sexual assault as well as the likelihood for the perpetuation of child sexual abuse by adults. The study also found that, child development could be enhanced by providing positive role models in quality children's magazines.

Gatheru (2011) recommended that the mass media in Kenya should be more involved in advocating for children's rights to help curb child abuse. In addition, the Nation Media should collaborate with non-governmental agencies to campaign against child abuse as well as facilitate community education. Gatheru (2011) recommends further studies in the effectiveness of media campaign in facilitating community education and strategies for child abuse prevention.

The studies reviewed cannot be generalized to situations in every society since what stands to be true for some countries regarding child labour might not necessarily be true in the case of other countries. This is because laws about children's rights vary from country to country. Therefore applying the social responsibility theory of the press, broadly gives insights into the context of coverage of child labour issues in general, especially in developed and developing democratic countries where the press exercises its freedom to bring about developmental progress. This study focuses on Ghana and applies the social responsibility theory of the press to content analyse child labour stories in the *Daily Graphic*.

### **2.3 Summary**

This chapter discussed the theoretical framework and literature review for this study. The Social Responsibility Theory of the Press underpins this study and discusses how the media useful for the public good and the development of the nation. The literature reviewed presents studies done on child labour and the media, which is the focus of the study.

## CHAPTER 3

### METHODOLOGY

#### 3.0 Introduction

This chapter deals with the methodological framework of the research. The study analysed coverage of child labour issues by exploring a one-year period of the content of the *Daily Graphic*. It discusses the research design chosen for the study. It also covers the population, sample and sampling procedure and describes the methods and instruments for data collection.

#### 3.1 Research design

A quantitative method was chosen for the research study. The study's objectives, research problem and research questions made the quantitative method more appropriate. The study specifically used content analysis. The choice of this method is rooted in Krippendorff analysis that content analysis is a method of inquiry, widely used in communication studies, to make "replicable and valid inferences from data to their context" (1980: 21). This makes this research technique highly reliable and replicable so that when other researchers apply the same technique to the same data at different points in time, it will produce similar results. Krippendorff (2004) argues that content analysis is able to achieve both the measurement of reliability and validity using well thought out research criteria (cited in Dzisah, 2009: 132).

Kerlinger (2000) defines content analysis as "a method of studying and analysing communication in a systematic, objective and quantitative manner for purposes of measuring

study variables.” Content analysis was chosen because it is one of the most practical methods for examining mass media content (Riffe, Lacy & Fico, 1998).

### **3.2 Population**

The population for the study was all editions of news stories in the *Daily Graphic* from June 2014 to June 2015. The period of study provided current data on child labour reportage in the newspaper. This is because in 2013, according to the Deputy Minister of Employment and Labour Relations, Mr. Antwi-Boasiako Sekyere, Ghana availed herself to be peer reviewed by selected ECOWAS member states on child labour and it was found that child labour and its worst forms were prevalent in many sectors of Ghana’s economy. A report to this effect was launched on June 12, 2014 when Ghana marked World Day Against Child Labour on the theme “Combating Child Labour in Ghana through Effective Social Protection” (GNA, 2014). Also, World Day Against Child Labour is observed on June 12 every year, hence the choice of the time frame.

The *Daily Graphic* was chosen as the data source because it is a Ghanaian state-owned daily newspaper, which publishes six times a week (Monday-Saturday). With a circulation of 100,000 copies (www.nationsencyclopedia, 2012), it is the most commonly read daily newspaper in Ghana (Kuehnhenrich, 2012). According to Kimani (2008), as a state publication the *Daily Graphic* exists to offer balanced reporting on issues facing the country. Being state-owned, it regularly covers stories on the government, social issues and policies that are of national interest.

### **3.3 Sample and sampling procedure**

A constructed week sampling method was adopted in selecting the sample for the study. Constructed week sampling, popular in media studies, is a type of sampling, which the final sample represents all the days of the week to account for cyclic variation of news content (Riffe, Aust, & Lacy, 1993). According to Luke, Caburnay & Cohen (2011), “the overall goal of constructed week sampling is to create maximum sampling efficiency while controlling for cyclical biases.” A system of constructed week sampling was used to realize a representative sample for the study. Using this selection method, each component in the population had an equal chance. This was to ensure that all days of the week were equally represented. A calendar was used as the sampling frame. All Mondays of the individual months of the period for the study (June 2014 – June 2015) were identified. One Monday was selected randomly from the four or five Mondays of each month to represent all the Mondays in that month.

This procedure was repeated for Tuesday, Wednesday, Thursday, Friday and Saturday to construct a week. Therefore, 78 out of the 338 editions of the *Daily Graphic* for the one-year period (2014 - 2015) was selected for analysis.

### **3.4 Unit of Analysis**

Wimmer and Dominick (2003) point out that a unit of analysis in written content could be a single word or symbol, a theme or an entire story or article. Therefore, the unit of analysis for this study consisted of every news story, feature, editorial, opinion and any other genre with the theme child labour. A coding guide was, thus, developed to code this theme.

### 3.5 Content Categories

Using the coding sheet designed for the study, the selected sample of newspapers within the study period was examined for:

- Source of story: This refers to the story being a dairy event, an enterprise story or other
- Type of story: Be it straight news, feature, editorial or other
- Forms of child labour issue: This refers to the category of issues reported, be they of child potorage, domestic servitude, fishing, farming, mining, hawking, and children trafficked into slavery, prostitution, armed conflict and bonded labour or other.
- Nature of story: This refers to the story being educative, informative or other.
- Gender of actors: Be it a female or male in the issues reported.
- Main actors: This refers to the dominant voices in the story. Be it children, parents, government officials, advocacy groups or other.

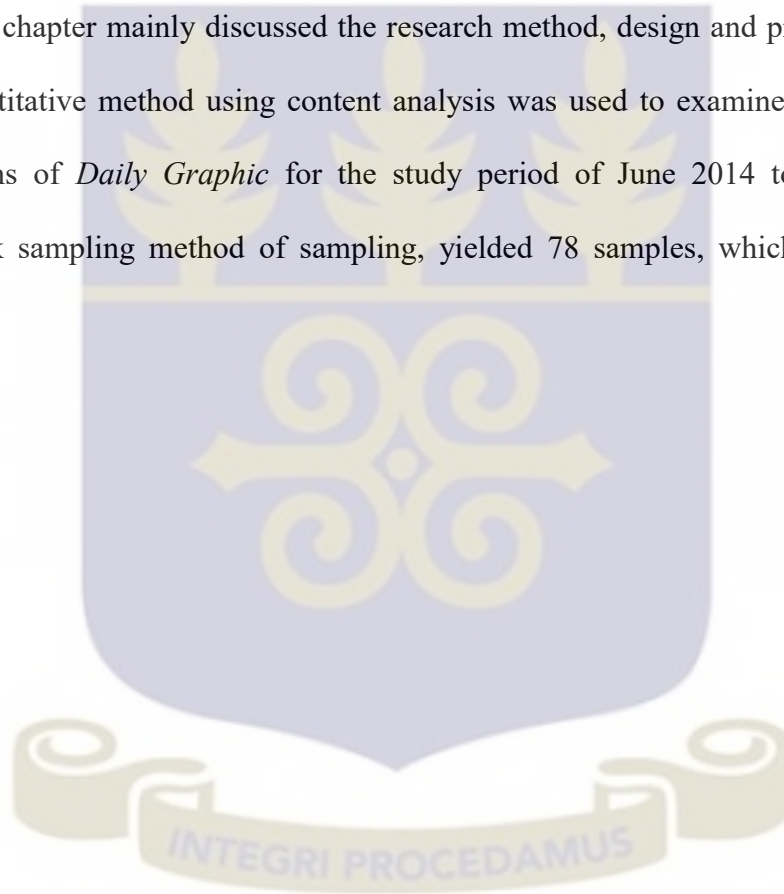
### 3.6 Data Collection and Analysis

The instrument for data collection was coding sheets developed for the study based on the objectives of the study. The coding sheets were used to organize the data from the selected sample of the newspapers. Therefore, for each selected sample, the headline, story leads and the reference to or theme of child labour were the suggestive criteria for stories to be analysed. Stories with this theme were read and coded using the coding sheet. Copies of the newspapers were obtained from the library of *Daily Graphic*. The data was analysed using both quantitative and qualitative method of analysis. Analysis of the data involved using SPSS statistical analysis

tool as well as identifying the text and its context and reconstituting them based on the research questions, theory and literature used for the study. A pilot study was carried out in which some stories were identified and coded for data collection. This was to help ensure reliability and validity and to minimize potential errors.

### **3.7 Summary**

In summary, this chapter mainly discussed the research method, design and procedures used for this study. A quantitative method using content analysis was used to examine the data obtained from 338 editions of *Daily Graphic* for the study period of June 2014 to June 2015. The constructed week sampling method of sampling, yielded 78 samples, which were coded and analysed.



## CHAPTER FOUR

### FINDINGS AND DISCUSSIONS

#### 4.0 Introduction

This section deals with the findings and discussions of the study. The discussions were drawn from the theory and related studies. The study's objectives, which are the major sections in this chapter, were to identify the forms of child labour covered and examine the nature of coverage of child labour issues. It also sought to establish the type of story and source of child labour issues and identify the main actors of the child labour issues in the *Daily Graphic*. Thus, the presentations in this chapter focus on the research questions and objectives of the study.

#### 4.1 Total number of child labour stories reported

The core of the Social Responsibility theory of the press is that the media should always be for the public good. The coverage of child labour within the study period was low as there were only thirty seven (37) stories found compared to the total number of stories covered in the *Daily Graphic*, which was averagely 600 stories.

With the total number of stories reported in the *Daily Graphic*, there were 37 stories found on child labour. This number is out of the 78 editions sampled from the 338 editions of *Daily Graphic* for the study period of June 2014 to June 2015. The analysis of the various months and the stories covered on child labour for each month are reported as follows in Table 4.1:

**Table 4.1: Total number of child labour stories**

<b>MONTH</b>	<b>NUMBER OF STORIES</b>
JUNE 2014	4
JULY 2014	3
AUGUST 2014	3
SEPTEMBER 2014	1
OCTOBER 2014	2
NOVEMBER 2014	3
DECEMBER 2014	3
JANUARY 2015	2
FEBRUARY 2015	3
MARCH 2015	2
APRIL 2015	3
MAY 2015	3
JUNE 2015	5
<b>TOTAL NUMBER OF STORIES</b>	<b>37</b>

June 2015 recorded the highest number of child labour stories within the study period, with five stories. September 2014 however recorded the lowest number of child labour stories, with one story. The reason the June 2015 editions of the *Daily Graphic* recorded the highest number of child labour stories could be attributed to the fact that the *World Day Against Child Labour* is marked June every year.

From the findings, eleven (11) stories out of the total number of child labour stories covered within the study period only mentioned the phrase ‘child labour.’ These stories do not have context and therefore do not provide meaning and adequate understanding of the issue of child

labour. According to Siebert et al., (1956) one of the five guidelines of the Social Responsibility of the press states that, the story covered must be a “truthful, comprehensive, and intelligent account of the day’s events in a context which gives them meaning.” The plain mention of child labour in the coverage does not educate readers about the problem of child labour and its implications or the meaning of it and thus, likely to constrain the understanding of readers about the issue.

The *Daily Graphic* in its coverage of child labour issues adhered to the ethical standards in covering children. Article 15 of the Ghana Journalist Association (GJA) Code of Ethics, which talks about dealing with the under-aged, stipulates that “journalists should protect the rights of minors and in criminal and other cases secure the consent of parents or guardians before interviewing or photographing them” (www.gjagijchapter, 2009). Out of the 37 child labour stories examined, four of the stories discussed some trafficked and sexually abused children but their real names were not used so that they would not be easily identified.

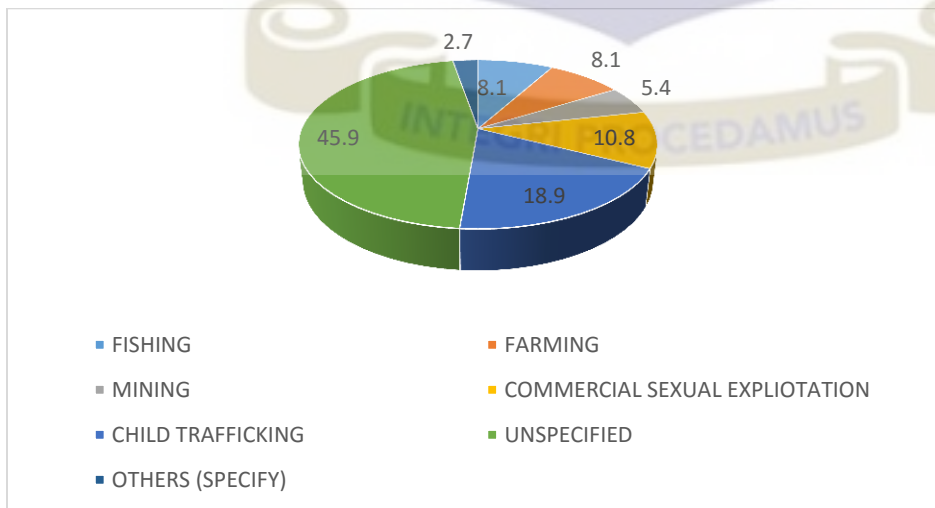
Names were thus made up for children when they (children) had to be referred to. For example, in the December 18, 2014 issue of the *Daily Graphic*, one of the stories reported as follows; “The three – Felix, Musa and Daniel (not their real names) – each paid connection men, otherwise known as human smugglers, to help them travel to Italy.” An observation made in the findings was the use of photographs in three stories out of the 37 stories analysed. Even though the photographs were not clear enough, the faces of children were still hidden from view and this was to respect their rights and human dignity as stated by Article 5 of the GJA Code of Ethics. (See Appendix B)

## 4.2 Forms of child labour covered

### Research Question 1: What forms of child labour are covered in the *Daily Graphic*?

The study set out to identify the forms of child labour covered in the *Daily Graphic*. These were categorized as child potorage, domestic servitude, fishing, farming, mining, hawking, commercial sexual exploitation, child trafficking or other. The study found that quite a number of child labour stories covered were unspecified, meaning the stories did not fall under of the categories listed above. This represents 45.9 percent of the 37 stories covered within the study period. Stories on child trafficking was 18.9 percent and commercial sexual exploitation of children was 10.8 percent. Both fishing and farming each recorded 8.1 percent of stories covered, 5.4 percent of the stories was on mining and one story (other) representing 2.7 percent was on kente weaving. These were stories regarding children who were engaged in the forms of child labour mentioned above. Below is a representation of the forms of child labour covered in the *Daily Graphic* for the study period.

**Figure 4.1: Forms of child labour covered**



The findings show that most (45.9%) of the child labour covered discussed or mentioned child labour in general terms without discussing a specific form of it.

Children mostly aged between 5-17 years were engaged in a forced labour situation because of trafficking. Child trafficking was the only feature story on the forms of child labour covered. (December 18, 2014:40). The story was an initiative of a journalist and hence covered as an enterprise story. The story was educative in nature because it had an in-depth analysis of the issue, which helped to expand the understanding of the reader. However, this shows a certain lack of pro-activity on the part of the paper with only one feature story found on the subject. In addition, the story indicated that majority of children engaged in child labour were trafficked from Tema, Jita, Dawhenya, Ningo and Tefle and other communities to the fishing communities along the Volta Lake (GNA, 2015).

The *Daily Graphic* covered four stories on the Commercial Sexual Exploitation of Children (CSEC) within the study period. This form of child labour is the exploitation of a male or female child under 18 years old by an adult, normally complemented by a cash or kind payment to the child or to one or more third parties. CSEC, which is related to slavery and forced labour, is a distasteful abuse of the human rights of children (ILO, 2014). In the analysis, CSEC was explained in the stories. One of such stories out of the four stories on CSEC was an editorial, which explained the dangers of CSEC and discussed how sexually exploited children could be healed. This shows that the editor or the newspaper took this form of child labour seriously. According to the editorial piece, more attention needs to be brought to the issue of CSEC to check the incidence because the victims are maimed in an unimaginable manner.

From figure 4.1, both fishing and farming recorded 8.1 percent of the forms of child labour covered within the study period. According to the ILO, child labour in many countries is prominently an agricultural problem. About 60 percent of child labourers around the world are engaged in agricultural practices like aquaculture, forestry, farming and fishing among others. The ILO considers fishing a potentially dangerous work (ILO 2007). This is because it is a physically demanding work often carried out in hazardous conditions for long working hours. The dangers children face in the fishing sector are having to spend long days far away from home, facing bad weather at sea, as well as extreme conditions and temperatures. However, the findings of the study show that fishing and farming were not covered as extensively as child trafficking and CSEC.

Within the study period, only 5.4 percent of children were covered as being involved in mining. In the mining sector, children are covered as doing vigorous work, which is physically dangerous to their health, carrying uncomfortable and heavy loads, working in insecure structures underground as well as using explosive and poisonous chemicals among other dangerous engagements. This, according to the ILO (2014) is a dangerous form of work to children in every way.

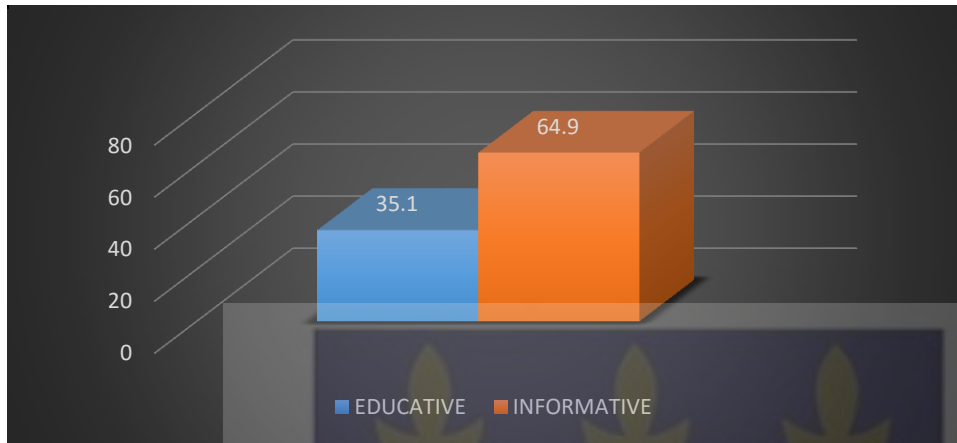
In addition, one of the stories analysed suggests that some children were being exploited in the kente weaving industry. Children provide cheap labour in the kente industry and therefore are exploited to bring more income into the industry (October 16, 2014:13). Children abandon school because they are lured with small fees to partake in this practice. These children may therefore be working to supplement family income. For instance, in the story (October 16, 2014:13), an investigation by the writer of the GNA disclosed that, parents and guardians of

most children assumed that their wards are breadwinners and of age when they start weaving kente.

### 4.3 Nature of coverage

#### **Research Question 2: What is the nature of coverage of child labour issues in the *Daily Graphic*?**

The nature of coverage of child labour examined is illustrated in the chart below, which indicates that 64.9 percent of the coverage was informative. With informative stories, there is no background information to provide adequate understanding of the issue. For instance, a story regarding a discussion of the falling standards of education in the Likpe Traditional Area, listed child labour as one of the problems (February 21, 2015:28). Again, 35.1 percent of the coverage was educative and this means providing the reader with in-depth knowledge and understanding about the issue. For instance, a story on instituting best reporter on child labour award discussed into detail what child labour is and the media's role in helping to curb the menace (November 27, 2014:34). The stories were examined for context and it was found that majority of the stories were only informative. These informative stories were mostly event driven stories such as press conferences and inauguration ceremonies pertaining to child labour that were reported by the journalist.

**Figure 4.2: Nature of child labour coverage**

Most child labour stories did not have context. The issues of child labour were not explained for the reader to understand the problems surrounding the phenomenon as well as how to address them. Out of the 37 stories found on child labour within the study period, 21 of the stories were diary events, which could be the reason for the high number of informative stories. With the diary events, the journalists covered the events, reported such stories as an event, hence, as the findings show, may not have investigated the issue in order to provide an in-depth report or a clear picture about the phenomenon. This however may affect the understanding of readers about child labour.

#### 4.4 Types of child labour stories

##### **Research Question 3: What are the types of child labour stories in the *Daily Graphic*?**

The types of child labour stories collected from the findings are shown in the table below (Table 4.2). For the types of child labour stories covered, straight news recorded the highest, being

(91.9%) with 34 stories while features, editorial and opinion all recorded one (1) story each, representing (2.7%).

**Table 4.2: Types of child labour stories**

Type of story	Frequency	Valid Percent
STRAIGHT NEWS	34	91.9
FEATURE	1	2.7
EDITORIAL	1	2.7
OPINION	1	2.7
<b>Total</b>	<b>37</b>	<b>100</b>

The sources of straight news are mostly press releases as well as diary events which are organised events or programmes such as press conferences, inauguration ceremonies, seminars and workshops. Journalists are normally invited to these events and given speeches of the key speakers. Therefore, it is not surprising that the highest type of child labour stories (Straight news) tallies with the highest source of child labour stories, being diary events (Tables 4.2 and 4.3). This is an indicator that there were limited educative stories on child labour in the *Daily Graphic* within the study period as many of the regular news stories carried by the *Daily Graphic* are based on the speeches and statements of public officials. As noted by Hasty (2005) these speeches are usually delivered at invited assignments to meetings and ceremonies. This could also mean that the newspaper is more concerned with providing accurate stories directly to the public.

Feature stories of a newspaper mostly give an in-depth analysis of an issue of topic being reported. From Table 4.1, it can be seen that out of the 37 stories on child labour, only one (1) was a feature. This feature story was on child trafficking and explained into details what the children in the story experienced as well as the perception of the International Organization for Migration (IOM) on the issue of trafficking and dangerous migration (December 18, 2014:40). Compared with straight news stories, features give a better appreciative account of an issue. Features are usually done through extensive research and include the problems and possible solutions of such issues.

The editorial page of the *Daily Graphic* also recorded only one (1) story within the study period as seen from Table 4.1. An editorial page is one place in the newspaper where opinions of the newspaper's editorial board are put forth, which are not only permissible but encouraged. Journalists may not comment on issues of child labour as it may not resonate with the public like issues of politics, legal issues or road accidents. This could account for the low record of child labour issues in the editorial page of the *Daily Graphic*.

Out of the 37 stories covered, the study found one opinion story representing 2.7 percent (Table 4.1). Opinions are views of newspaper staff members and outside correspondents or individuals, which also contains analysis and background sections. This shows that there are not many engagements between the newspaper and the public.

The findings are consistent with the study of Oyero (2011) that there is no balance in the reportage of children's issues. This is because there are low engagements of the newspaper

editorial board and outside correspondents in terms of expressing their views through editorial and opinion columns, as compared to the high record of straight news.

#### 4.5 Sources of child labour stories

##### Research Question 3: What are the sources of child labour stories in the *Daily Graphic*?

The sources of child labour stories collected from the findings are shown in the table below (Table 4.2). For the sources of child labour covered, diary events recorded the highest number of stories. For diary events, 21 stories representing 56.8 percent were recorded while 16 stories representing 43.2 percent were recorded for enterprise story.

**Table 4.3: Sources of child labour stories**

Source of story	Frequency	Valid Percent
DIARY EVENT	21	56.8
ENTERPRISE STORY	16	43.2
<b>Total</b>	<b>37</b>	<b>100</b>

Diary events are organised events or programmes such as press conferences, inauguration ceremonies, seminars or workshops which journalists are mostly invited to. Such events are normally straight news stories and informative due to their nature of coverage. The *Daily Graphic*, being a public newspaper will attract more invitations to events from the public sector and government officials. This will also in turn boost the publicity of such institutions and

officials to gain favour in the eyes of the public. This could be attributed to the reason why diary events are the highest source of child labour coverage.

Enterprise stories are the initiatives of the journalist or an outside correspondent. Such stories are mostly features, editorials and opinions due to the nature of the report. These stories provoke thought and discussion, influence public opinions, provide background and analyse events or may suggest a course of action. Enterprise stories have context as they mostly give an in-depth analysis of an issue. The low number of enterprise stories compared to diary events could be that journalists and the public may not be well informed about child labour issues, and may consider children as unimportant to cover. This is consistent with the findings of Oyero (2011) that, children are usually underreported in the media. “Journalists may consider young people to be unimportant in societal decision-making processes, immature, ill-informed or indeed, not interested in current affairs. Besides, young people do not purchase newspapers regularly, nor do they usually have disposable incomes to do so” (Oyero, 2011).

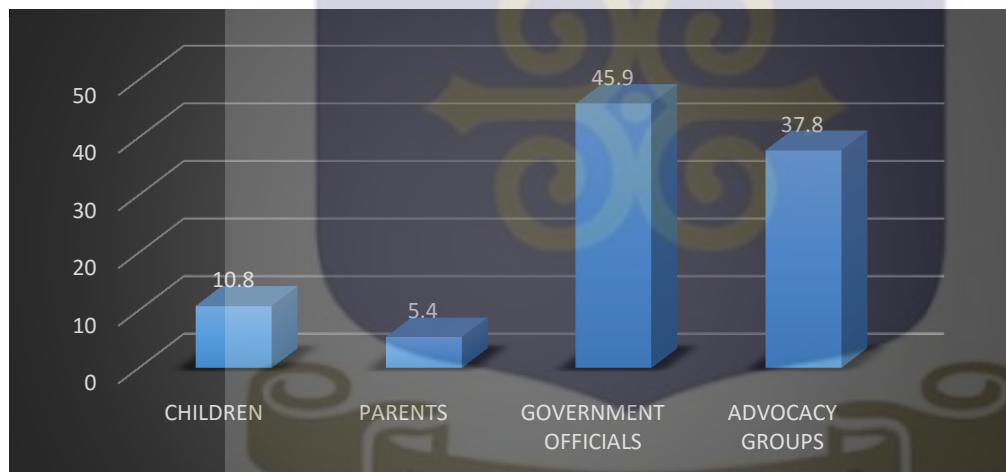
Press releases also form part of this category. A press release is typically from the public relations division of an institution. It is one of the cheapest ways of getting publicity in the media on an issue of concern to the institution. Institutions like the Ministry of Gender, Children & Social Protection and Commission on Human Rights and Administrative Justice (CHRAJ) contributed their quota to the issues of child labour through press releases.

#### 4.6 Main actors and gender of actors in child labour stories

##### Research Question 4: Who are the main actors of the child labour issues in the *Daily Graphic*?

The main actors in the child labour stories are presented in the figures below. The main actors are the dominant voices in the stories on child labour. From the findings, government officials recorded the highest voices representing 45.9 percent, followed by advocacy groups being 37.8 percent. The voices of children, whom the issue concerns, represented 10.8 percent and parents' voices represented 5.4 percent.

**Figure 4.3: Main actors in child labour stories**



As shown in Figure 4.3 from the findings, government officials were the dominant voices in the child labour stories covered. Majority of these stories came from the Ministry of Gender, Children and Social Protection and its Minister, Nana Oye Lithur. This suggests that government is concerned about the issues that affect children, of which child labour is pertinent. In addition, it is mostly during government events that such issues are discussed. In most of the stories,

government was seen as putting in place mechanisms to help eliminate the menace of child labour. Oyero (2011) points out that “the press can only support a government that is making progress in bringing about development”.

Another group with a dominant voice representing 37.8 percent was the advocacy group. This group is made up of NGO’s and individual advocates who champion the interest of children. Examples of such NGO’s include Right To Play, International Needs Ghana (INGH), *Se Eye Woba Anka* (SEWA) Foundation and AfriKids Ghana among others. This suggests that the advocacy group is doing well regarding the issues of child labour to attract press attention.

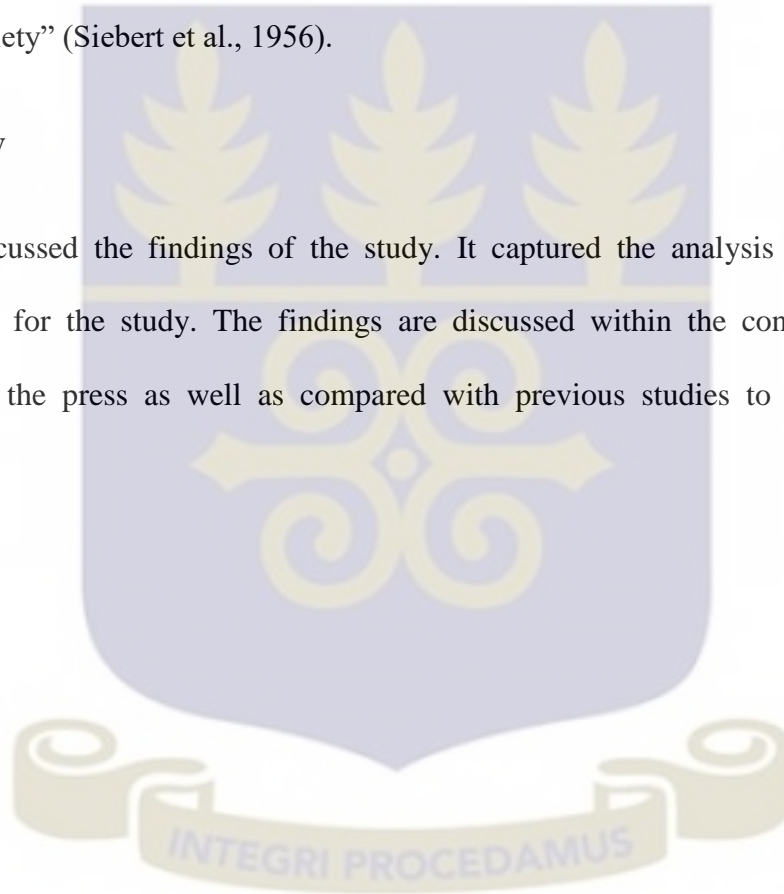
Parents recorded the lowest in terms of the voices in the stories analysed. This category also includes guardians of children. From the findings, (Table 4.3) diary event stories were predominant and such stories provide basic facts and not details of an issue. Hence, this may account for the absence of other voices such as parents and guardians in the stories analysed,

The most important actors in this category are children because the issue of child labour affects them most. However, from Figure 4.3, it can be seen that children’s voices are poorly represented in the issues that concern them. This finding is also consistent with Oyero, (2011) when she points out that children were not given much opportunity to voice out their opinions and views on issues that affects them most. Out of the 37 stories analysed, only one (1) of the stories had children interviewed for the story (October 16, 2014:13). For instance, a 13-year old weaver at Ave-Xevi told a journalist of the GNA that “to meet contract deadlines, they wove kente all night to satisfy customers and in order to see well, they fixed flashlights on their foreheads like the hunters do” (Daily Graphic, 2014).

Article 2 of the GJA Code of Ethics on social responsibility states that, “in collecting and disseminating information, the journalist should bear in mind his/her responsibility to the public at large and the various interests in society”. This means that children, who form part of the public, should also be given equal opportunities to voice out their opinions on issues that concern them and not just elite groups in society. In addition, in relation to the theoretical underpinning of the study, issues covered should be “a projection of a representative picture of the constituent groups in the society” (Siebert et al., 1956).

#### **4.6 Summary**

This chapter discussed the findings of the study. It captured the analysis of the newspaper editions sampled for the study. The findings are discussed within the context of the social responsibility of the press as well as compared with previous studies to check if they are consistent or not.



## CHAPTER FIVE

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.0 Introduction

The conclusions and recommendations were drawn from the findings of the study. The study set out to examine the frequency and nature of coverage of child labour issues and this was achieved through a content analysis of the *Daily Graphic*. Within the context of Social Responsibility theory of the press, stories on child labour were analysed to see if the newspaper was playing a crucial role in bringing public attention and understanding to the issues of child labour.

#### 5.2 Conclusion

The study sought to determine the frequency and nature of child labour coverage in the *Daily Graphic*. The study revealed that the coverage of child labour was low and not educative enough to expand the understanding of readers about the issue. The *Daily Graphic* in their coverage adhered to the ethical standards in covering children, which is laudable. With the forms of child labour covered in the *Daily Graphic*, it was found that most of the stories generally talked about child labour without reference to any specific form of it and this does not give the readers an understanding of various forms that constitutes child labour.

From the findings, 34 of the stories analysed on child labour representing 91.9 percent were straight news items, which indicates that there was no balance in the coverage as there was not much engagement with the public on the issue. The findings show that 21 of the stories covered

representing 56.8 percent were diary events, mostly organised by government or advocacy groups with minimal initiatives on the issue by journalists and the editorial team.

Furthermore, the study found that children did not have the opportunity to voice their opinions on the issue of child labour as they were seldom news sources in the stories

Although the study established that coverage of child labour in the *Daily Graphic* is low, it however highlights a relevant societal problem of extreme urgency that need attention. It also highlights the forms of child labour of which children are abused and economically exploited. In addition, within the social responsibility theory of the press, the *Daily Graphic* adhered to the ethical standards in reporting children's issues. However, from the findings, most of the stories were not educative enough to expand the understanding of readers on the issue of child labour. The introduction of this paper as a new perception will help to bring more attention to the issue of child labour.

### **5.3 Limitation of Study**

The study sought to examine how the *Daily Graphic* covered child labour from June 2014 to June 2015. The following limitations were observed in the course of the study. The study examined only one selected newspaper, the State-owned *Daily Graphic* out of the over 100 newspapers in Ghana. This clearly limits the degree of generalizability for the study. In addition, the study was limited to a sample of 78 editions out of 338 editions during the period under review. It is plausible that a larger sample over a longer period may have yielded more child labour stories and therefore would have resulted in more interesting findings and conclusions on the *Daily Graphic's* coverage of child labour.

#### 5.4 Recommendations

From the analysis of the findings, the *Daily Graphic* could give a more consistent and wider coverage to the issue of child labour in order to create public awareness and bring more attention to it. The *Daily Graphic* has the widest circulation and readership in the country and as such could take the initiative to start a column on child labour in the newspaper to help fight the menace. The journalists and editorial board must strengthen their responsibilities to the public and ensure that reportage on child labour issues are within the context of the social responsibility theory of the press. This, they may do by ensuring public engagements on child labour issues in the opinion column as well as hold onto adhering to the highest ethical standards in covering children while respecting their (children) rights, privacy and dignity.

Again, the newspaper should strive to give a more in-depth analysis of child labour and touch on the various forms of the issues in its coverage. Journalists should be encouraged to take initiative to cover child labour issues and give children a voice in the matters that concern them. This will help to make the stories more educative.

Government and advocacy groups must be commended with the efforts being made to curb the menace of child labour but more needs to be done. Government could formulate policies for the newspaper to provide more in-depth information on child labour to help educate the public. This is because the media has an obligation to be socially responsible and ensure that the public has enough information to decide on issues. Siebert et al. (1956) suggested that, if the media does not take on them (media) such responsibility it may be necessary for some other agency of the public to enforce it, which in this case will be the government. In addition, from the findings, World

Day Against Child Labour was observed by government officials, who constituted 45.9 percent of the dominant voices in the stories covered on child labour. These officials were mostly from the Ministry of Gender, Children, Social Protection, Ministry of Employment and Labour relations as well as NGO's and other advocacy groups who fight for the interest of children. These kind of events attract a lot of media publicity and as such, journalists are mostly invited to cover such events. Therefore, government and advocacy groups in organizing events about child labour, could give more detailed information about the issue to help build public sentiments on child labour when journalists cover and publish such events. These events could involve parents and teachers as they have a great responsibility in children's development.

### **5.5 Future Research Suggestions**

The findings of this study have opened up other areas that could be explored for further research. These are:

- A comparative study of a state-owned newspaper and a privately owned newspaper to ascertain the frequency and nature of coverage of child labour issues.
- Examine the perceptions of professionals and the public on the issue of child labour.
- Examine the content of broadcast media to determine which one is more effective in projecting the issues of child labour.
- Examine the newspaper coverage of child labour in the *Daily Graphic* over a longer period.

## 5.6 Summary

This chapter discussed the conclusion of the study, limitations, recommendations made and future research that could be undertaken based on the findings of the study. This is in light of the point that the media have a very important role to play about communicating the problems of child labour to influence public perception about the issue.



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**APPENDIX A**

**Content Code Sheet**

Name of Newspaper: *Daily Graphic*

Date of publication.....

Page of story.....

Total number of child labour stories in edition.....

**Q.1 Source of story**

1) Diary event      2) Enterprise story      3) Other (specify).....

**Q.2 Type of story**

1) Straight news      2) Feature      3) Editorial      4) Opinion      5) Other (specify).....

**Q.3 Forms of child labour**

1) Child portorage      2) Domestic servitude      3) Fishing      4) Farming      5) Mining  
6) Hawking      7) Commercial sexual exploitation of children      8) Child trafficking  
9) Unspecified      10) Other (specify).....

**Q.4 Nature of coverage**

1) Educative      2) Informative      3) Other (specify).....

**Q.5 Sexual characteristics of story**

1) Male      2) Female      3) Both      4) Unspecified

**Q.6 Main actors in story**

1) Children      2) Parents      3) Government officials      4) Advocacy groups  
5) Other (specify).....

**APPENDIX B**



*Photo credit: The Daily Graphic*

*Appendix B: A picture of two boys cracking stones with their faces covered*

