

**THE USE OF CHILDREN IN POLITICAL ADVERTISING IN THE 2012 GENERAL
ELECTIONS IN GHANA: A SURVEY OF STAFF OF THE CATHOLIC UNIVERSITY
COLLEGE OF GHANA AND THE SUNYANI POLYTECHNIC**

BY

CHARLES ALEX COSMOS

(10396377)

**THIS DISSERTATION IS SUBMITTED TO THE UNIVERSITY OF GHANA, LEGON
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF MA
COMMUNICATION STUDIES DEGREE**

MARCH, 2014.

DECLARATION

I, Charles Alex Cosmos, declare that this dissertation is the result of my work carried out in the Department of Communication Studies, University of Ghana, Legon under the supervision of Prof. K. Ansu-Kyeremeh. Again, I declare that no part of this study has been published in Ghana or submitted in whole or part for another degree elsewhere. All references cited in this study have been duly acknowledged.

.....
CHARLES ALEX COSMOS

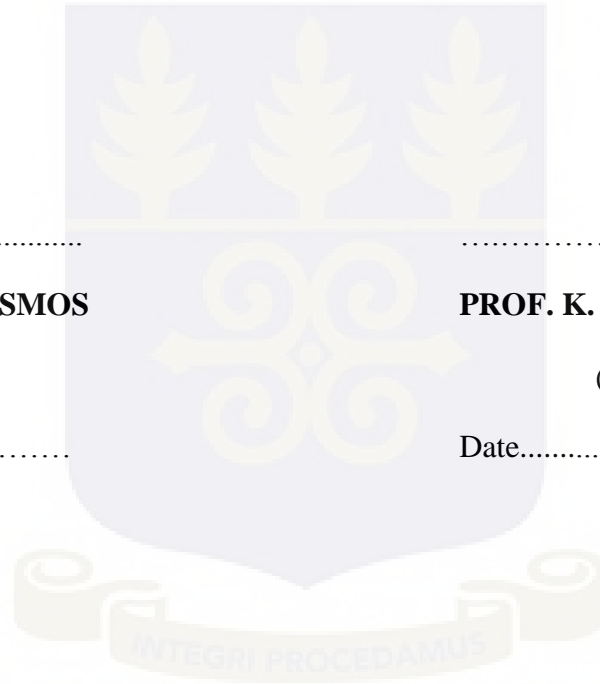
(Student)

Date.....

.....
PROF. K. ANSU-KYEREMEH

(Supervisor)

Date.....



DEDICATION

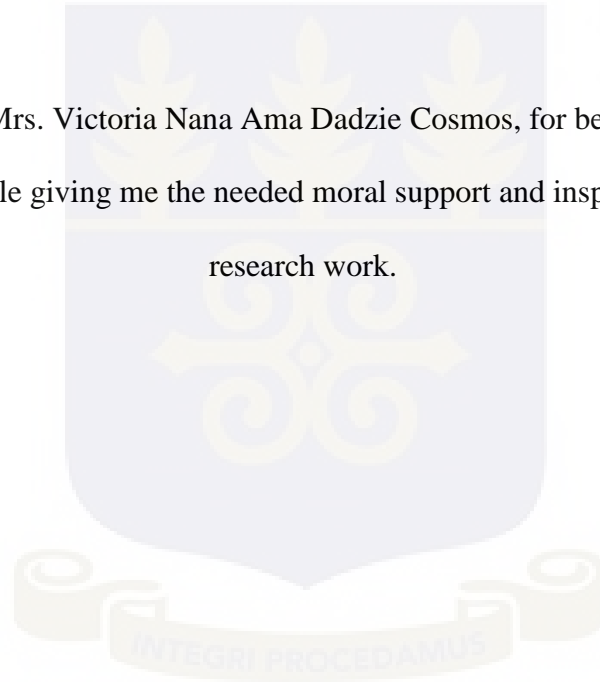
To the Greater Glory of God who makes all things possible in His time.

To my lovely and beloved kids,

Fr. Theodore Nhyiraba Ato Cassidy and Theodosia Kyra Adom Cosmos.

You have always been my motivation when the going gets tough.

To my adorable wife, Mrs. Victoria Nana Ama Dadzie Cosmos, for being with me through all the turbulent times while giving me the needed moral support and inspiration to complete this research work.



ACKNOWLEDGEMENTS

I am most grateful to God Almighty for the grace and wisdom that enabled me to complete this study notwithstanding the many obstacles and constraints I had to pass through. I am grateful to Prof. (Nana) Kwasi Ansu-Kyeremeh, my supervisor, for his constructive criticism, suggestions and encouragement. He painstakingly guided and vetted my work with helpful contributions.

I am thankful to the staff of the School of Communication Studies (SCS), particularly Dr. Margaret Ivy Amoakohene, for the opportunity offered me to be part of the School. To Prof. Audrey Gadzekpo and Mr. Gilbert Tietaah, I am very grateful for your good counsel.

My gratitude goes to my dear mother, Emelia Adwoa Enyima Koufie, for her prayers and motherly care. I love you mum! I am thankful to you, my uncles and aunties, especially, Mama Elizabeth Dadzie, Mr. Joseph E. Koufie and Mr. Alex B. Koufie for the encouragement. I am very grateful to Prof. James Hawkins Ephraim, Dr. Anthony Bonnah Koomson, Mr. Ernest K.A. Odom, Mr. Justice R. A. Ayam, Msgr. Dr. Stephen Ntim, Fr. Dr. Patrick Nkrumah and Fr. Dr. Peter Nkrumah Amponsah of the Catholic University College. You have all shaped my life in diverse ways and I will forever remain grateful. I thank also the staff of the Sunyani Polytechnic and the Catholic University College for your support in completing this research work.

I am most grateful to Mr. Osei Tutu (O.T) for his friendship during my stay as student of SCS. I am equally grateful to the wonderful class of SCS 2012/2013. You gave me the opportunity to discover a lot of things in life, especially, Ohemaa Sarfoaa, Annet, Felicia, Ericious, Doris, Cecilia, Isaac, Amofa and Rev. Fr. Davor.

ABSTRACT

The purpose of this study was to solicit public opinion on the use of children in political advertising during the 2012 general presidential elections in Ghana and to determine whether the advertisements had any influence on electorates. The Elaboration Likelihood Model guided this study. This study used both quantitative and qualitative methods in gathering relevant data. The population for this study was drawn from the staff of the Sunyani Polytechnic and the Catholic University College of Ghana, Fiapre in the Brong-Ahafo region. The stratified sampling technique and random sampling procedure were employed to select 250 respondents out of 795 staff of the institutions. Purposive sampling method was used to select four key informants for the interviews. A self-administered structured questionnaire was the main data collection instrument for the survey. A structured interview guide was prepared and used to conduct the interviews with the key informants. The qualitative data was recorded, transcribed and analyzed based on the thematic areas of this study. This study found that majority of the respondents and key informants detested the use of children in political advertising. This study discovered that the respondents, who viewed children in political advertising as unethical, were not influenced unlike those who perceived it as positive. The findings of this study suggest that when children are used in political advertising concepts, they are exposed to risks of attack, discrimination and rejection from opposing party activists. This study also found that children could influence adults through emotional appeals, arousal of interest and evocation of affection to issues concerning them (children). Besides, this study findings suggest that respondents perceived the use of children in political advertising as unethical. This study recommends formulation of controls and regulatory instruments to protect children from political and electoral manipulations and activities.

TABLE OF CONTENTS

Declaration	i
Dedication	ii
Acknowledgements.....	iii
Abstract.....	iv
Table of Contents.....	v-x
CHAPTER ONE	1
1.0 Introduction.....	1-3
1.1 Background.....	3-6
1.2 History of Advertising in Ghana.....	6
1.3 Advertising and Its Usefulness in Communication.....	7-9
1.4 Advertising and Involvement of Children.....	9-10
1.5 Media in Ghana and Political Communication.....	10-11
1.6 Statement of the Research Problem.....	12
1.7 Objectives.....	13
1.8 Research Questions.....	13
1.9 Significance of this Study.....	14
1.10 Operational Definitions.....	14

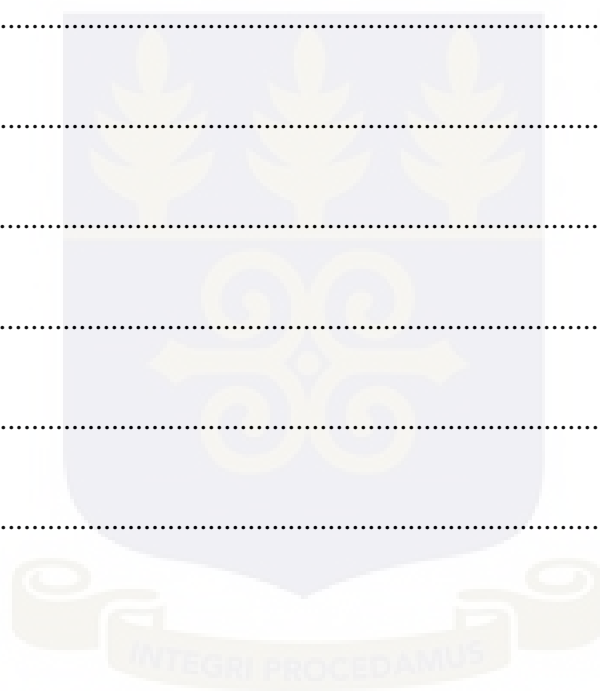
CHAPTER TWO	15
THEORETICAL FRAMEWORK AND REVIEW OF RELEVANT LITERATURE ...	15
2.0 Introduction.....	15
2.1 Theoretical Framework	15
2.1.1 The Elaboration Likelihood Model of Persuasion.....	15-16
2.1.2 Description of the EL Model.....	16-17
2.1.3 The Central and Peripheral Routes.....	17-18
2.1.4 Process and Application of the ELM.....	18-19
2.1.5 Motivation and Ability for Elaboration.....	19-20
2.1.6 Critique of the EL Model.....	20
2.2 Review of Related Literature	21
2.2.1 Introduction.....	21
2.2.2 Political Advertising.....	22-24
2.2.3 Children and Political Communication.....	24-26
2.2.4 Television and Political Advertising.....	26-27
2.2.5 Appeals in Political Advertisements.....	27-28
2.2.6 Effects of Political Advertising.....	28-29
2.2.7 Advertising Codes and Practices on Children.....	29-31
2.2.8 Ethical Considerations in Advertising.....	31-32

CHAPTER THREE	33
METHODOLOGY	33
3.0 Introduction.....	33
3.1. Profile of the Study Institutions.....	33
3.1.1 Sunyani Polytechnic.....	33-34
3.1.2 Catholic University College.....	34-35
3.2 Description of Sample Advertisement.....	35
3.2.1 Advertisement that Featured Children for the NDC.....	35-36
3.2.2 Advertisement that Featured Children for the NPP.....	36-37
3.3 Research Design.....	37
3.4 Survey.....	37
3.4.1 Population.....	38
3.4.2 Sampling.....	39
3.4.3 Sampling Technique.....	39
3.4.4 Sampling Procedure.....	39-40
3.4.5 Data Collection Instrument.....	40
3.4.6 Questionnaire for Respondents.....	40-41
3.4.7 Data Collection Procedure.....	41
3.4.8 Data Presentation and Analysis.....	42
3.5 Interview.....	42
3.5.1 Sampling.....	42
3.5.2 Selection Procedure.....	43

3.5.3 Data Collection Instrument.....	43
3.5.4 Data Collection Procedure.....	44
3.5.5 Data Presentation and Analysis.....	44
CHAPTER FOUR.....	45
PRESENTATION AND ANALYSIS OF DATA.....	45
4.0 Introduction.....	45
4.1 Demographics of Respondents.....	45
4.1.1 Gender and Age.....	45
4.1.2 Education.....	46
4.1.3 Marital and Parental Status.....	46
4.1.4 Employment Status.....	46
4.2 Data Findings and Analysis.....	46
4.2.1 Perceptions on the Use of Children in Political Advertising.....	47
4.2.2 Views on Reasons for the Use of Children in Political Advertising.....	47-50
4.2.3 Views on Justification of the Use of Children by NPP and NDC.....	50-51
4.2.4 Need for Age Limit in Political Advertising.....	51-52
4.2.5 Suggested Age Limit.....	52-53
4.2.6 Views on Preference for the Political Advertisement that featured Children.....	53-54
4.2.7 Views on Effectiveness of Children in Political Advertising.....	54-55
4.2.8 Consideration for Prohibitions.....	55-56

4.3 Children in Political Advertising and Influence on the Electorate.....	56
4.3.1 Views on Influence of Children in Political Advertising on the Electorate.....	56-57
4.3.2 Influence of Children in Political Advertisements on the Respondents.....	57-58
4.3.3 Views on Benefit to the Use of Children in Political Advertising.....	58
4.3.4 Views on Benefits Children Gain in Political Advertising.....	58-60
4.4 Manner in which Children in Political Advertising Influence Electorates.....	60-61
4.4.1 Responses on the Electorate Perception of Candidates.....	61
4.5 Views on Ethical Issues Associated with Children in Political Advertising.....	61
4.5.1 Views on Permitting Children in Political Advertising.....	61-63
4.5.2 Views on Abuse of the Rights of Children.....	64
4.5.3 Views on Risks associated with Children in Political Advertising.....	64-66
CHAPTER FIVE.....	67
DISCUSSIONS, RECOMMENDATION AND CONCLUSION.....	67
5.0 Introduction.....	67
5.1 Summary of Findings.....	68
5.2 Findings of Public Views on Children in Political Advertising.....	68-69
5.3 Findings of Public Views on Influence of Children in Political Advertising.....	69-70
5.4 Findings of Views on Ways Children in Political Advertising Influence.....	70
5.6 Findings of Views on Ethical Issues of Children in Political Advertising.....	70-71
5.7 Limitations of this Study.....	71-72
5.8 Recommendations.....	72
5.9 Conclusion.....	73

REFERENCE	74-83
Appendix 1.....	84
Appendix 2.....	85
Appendix 3.....	86-89
Appendix 4.....	90
Appendix 5.....	91-93
Appendix 6.....	94-98
Appendix 7.....	99-102
Appendix 8.....	103-106
Appendix 9.....	107-109
Appendix 10.....	110
Appendix 11.....	111



CHAPTER ONE

INTRODUCTION

1.0 Introduction

Political advertising, especially through electronic television and radio media, has become a preferred medium for most political parties to disseminate their messages to the electorate. According to Scammel and Langer (2006), television advertising is the predominant means of communication for political parties and their candidates during elections. Television, in particular, offers politicians the best opportunity to showcase personality image to enable the electorate observe other qualities to inform their attitudes and electoral behaviours. Kaid & Postelnicu (2005) posit that the electorate consider television as a channel that offers a higher credible information to satisfy their informational needs. This study relied on public opinion of political advertising on radio and television that featured children.

Politicians in Ghana, as in other countries, use political advertising in elections to market their policies and candidates (Scammel and Langer, 2006). The 2012 general elections in Ghana witnessed political advertisements including those that featured children in the political communication. Democratic elections and governance are regarded as the best form of selecting political leaders and managing a society across the globe. According to Oquaye (2004), the power is vested in the people who, through popular elections, select their leaders and mandate them to act on their behalf. The electorate of the community have oversight responsibility to ensure that a greater degree of efficiency, transparency and accountability is achieved (Cincotta, 2007). It is for these reasons that political advertising in presidential elections has received considerable study (Johnston & Kaid, 2002; Benoit, 1999; Ansolabehere & Iyengar, 1995; Granato & Wong, 2004).

The purpose of this study was to solicit public opinion on the use of children in political advertising during the 2012 general presidential elections in Ghana and to determine whether the advertisements had any influence on the electorate. The media (radio and television) in a democratic environment offer opportunities to politicians during elections to project their candidates and policies about improving living standards of citizens to generate effective political discourses. The media contribute to enhance political knowledge and awareness of the citizenry. Acquisition of political knowledge leads to effective participation in the political process (Waggrave & Van Aalst, 2006). Citizens need to be informed of what goes on around them and the people they have put at the helm of affairs. An informed citizenry is crucial for a representative democracy to be responsive to the needs and wills of the public (Arrow 1951). The media have the responsibility of informing, educating, mobilizing and encouraging the citizens to participate in the democratic process (Ott, 1998).

The media provide the electorate with powerful tools to exercise their rights and responsibilities. The electronic media, in particular, ensure that the public is involved in policy-making through interactions such as phone-ins, debates and discussions (Ott, 1998). The media and political interaction is more manifest in the opportunities that a free press provides for citizens to influence political process. Democratic media allows political leaders to be aware of the mood of society so that they can respond appropriately (Tettey, 2001). Governments continue to use the media for political marketing. The government uses the media for advertising to transform itself from a political entity into a brand name (Rose, 2003).

Freedom of speech is a very dominant pillar in any democracy. The media provide channels for democratic expression and participation with some positive effects on governance (Temin &

Smith, 2002). The media contribute immensely to the consolidation of democracy in Ghana in diverse ways, including the promotion of transparency and accountability among political elites. The media also provide the masses with information about the activities of the people they have put at the helm of affairs. Politicians in government and in opposition, who otherwise would have been inaccessible, are called upon to answer questions and address issues about their activities through the vibrant media (Gadzekpo, 2008).

1.1 Background

The first general elections in Ghana was held on February 8th, 1951 and it was to prepare the country for independence in 1954 which did not happen until 1957. Though the United Gold Coast Convention (UGCC) appeared the favourite to win, the CPP rather won the elections (Atiemo, 2004). Whereas the UGCC wanted the self-governance '*in the shortest possible time*', the Convention Peoples Party (CPP) sought for the objective of '*self-governance now*'. The 1954 Constitution occasioned general elections to elect a government to administer the country and that eventually paved the way for the granting of independence. The CPP won both the 1954 and 1956 elections and ruled the country. When Ghana became independent in 1957 under the leadership of Osagyefo Dr. Kwame Nkrumah, the new Ghana was founded on the democratic principle of the rule of law. According to Ninsin (1998), the Constitution at the time provided for freedom of the press, association, speech and lawful assembly of citizens. The political atmosphere was marked by multi-party politics and spirited public debates (Ninsin, 1998).

However, the political and democratic principles changed; moving Ghana towards a one-party state. The people resisted using all legitimate means but could not succeed until Dr. Nkrumah's

CPP government was overthrown in a coup d'état by the National Liberation Council in 1966 (Atiemo, 2004). Ghana's constitutional governance system was later restored but encountered another military interventions in the second and third republican governance (Atiemo, 2004).

According to an article, '*Rawlings wins Ghana's Presidential Elections: Establishing a new Constitutional Order*,' David Abdulai (1992) posits that Flt. Lt. J.J. Rawlings, once again, overthrew the constitutional government of Dr. Hilla Limann of the Third republican dispensation in 1981. The Provisional National Defence Council (PNDC) regime ruled the country until 1990 when pressure mounted on its leadership to liberalize politics and introduce a democratic system of rule governed by constitution of the sovereign will of the people of Ghana (Ninsin, 1998). The internal and external pressures forced the PNDC regime to set in operation, a transitional program, for a democratic governance. A National Commission on Democracy (NCD) was constituted to solicit views of Ghanaians nationwide on the way forward for a democratic governance (Ninsin 1998). Consequent to the report of the NCD, a committee was set up to draft a constitution which was later submitted for public approval in a referendum in April, 1992 (Abdulai, 1992).

After years of military regimes with intermittent short-lived constitutional rules, democracy was restored in Ghana under the 1992 Fourth Republican Constitution. Since then, there have been several general elections in Ghana (Atiemo 2004). The first elections were held in December, 1992 and the National Democratic Congress (NDC) led Progressive Alliance of the National Convention Party (NCP) and Eagle Party (EP) won the elections (Anebo, 1997). Again, the NDC, together with Eagle Party and Democratic People's Party (DPP), constituted the Progressive Alliance in the 1996 general elections and defeated the 'Great Alliance' of the New

Patriotic Party (NPP) and Peoples Convention Party (PCP) for a consecutive second term in office (Anebo, 1997). The Kufuor-led NPP, however, defeated the NDC in the 2000 general elections in a run-off which marked the third elections in the fourth republican dispensation. The 2000 general elections was significant in the political history of Ghana where transfer of power was witnessed from one democratically elected government to another (Atiemo, 2004).

The New Patriotic Party contested the 2004 general elections and won the political power of the electorate for a second successive term in office. The scenario changed in the 2008 general elections. Prof. John Evans Atta Mills, on the ticket of the National Democratic Congress, won the fifth general elections after two rounds of voting with a final decider at Tain, a community in the Brong-Ahafo region of Ghana. The 2012 general elections was keenly contested by seven political parties. The NPP and the NDC, particularly, resorted to different forms of political advertising tactics with some of the advertisements featuring children to reach out to their audiences.

The NPP presidential candidate was shown on billboards, posters and in visuals with school pupils and children advocating support for the free Senior High School (SHS) education policy. On the other hand, the NDC also featured children in political advertising to counter the concept of free education with quality education. Eventually, the NDC party, led by John Dramani Mahama, won the elections without a runoff. This victory was vehemently opposed by the NPP and the issue was filed at the Supreme Court for adjudication. The court processes ended with a declaration that the NDC candidate legitimately won the elections.

Gadzekpo (2008) indicates that the process leading to the fourth republican dispensation saw the lifting of ban on newspaper licensing and the airwaves were also liberalized in 1996 in accordance with the 1992 constitution. The subsequent repeal of the criminal libel law in 2001 by John Agyekum Kufuor revitalized and empowered the media to focus on its democratic responsibilities. The media freedoms and independence to enhance democratic and political discourse in Ghana was enshrined (Gadzekpo, 2008).

1.2 History of Advertising in Ghana

In the past, merchants used different methods such as posters, sign boards, show-cards and other magical performances to convince audiences to patronize their goods and services. Fosu (2008) postulates that the first advertising agency in Ghana was the West African Publicity (WAP) Limited set up in 1927 to advertise merchandise imported goods by the United African Company (UAC), a subsidiary of Unilever. This publicity company was transformed later into Lintas W.A. Limited. The 1970s saw an emergence of several indigenous agencies such as the Apra Services, the Apple Pie, the INCAS including Central Advertising Company (CADCO), a state-owned advertising agency. By the 1980s, there were over 30 advertising agencies operating in the country (Fosu, 2008).

Advertising has been boosted because of the increases in the number of media houses which offer platforms for institutions, corporate bodies and establishments to reach their audiences with designed messages or information. The National Communications Authority (NCA) quarterly report indicates that it has authorized 247 FM/Radio stations and 28 TV stations to operate in Ghana (NCA Report, 2011). With this wide range of options, clients are able to communicate effectively with their target audiences to market products and services (AAG, 2005).

1.3 Advertising and its Usefulness in Communication

The intended purpose of advertisements is to persuade people to buy products and services (Browne, 2009). Advertising has evolved over the years in consonance with time, available resources and technology. Richards and Curran (2002) define advertising as a paid, mediated form of communication from an identifiable source, designed to persuade a receiver to take some action now or in the future. The persuasive role in advertising is vital in communication process. Advertising is basically the dissemination of sales messages through purchased space, time or other media (Arens and Bovée, 1994). The importance of advertising is steadily on the increase in modern society. Advertising has influence through the media with pervasive and powerful force shaping attitudes and behaviours in today's world (Arens, 2006).

Advertising, according to Holtz-Bacha (2006), is a technique or ability to innovate, visualize and create concepts to attract, inform, persuade and influence user actions. It is a communication tool that political parties adopt to unveil candidates and vision to the electorate. Advertising involves the use of appealing pictures, motions, demonstrations, impressive drawings or billboards, catchy messages and headlines through appropriate media to communicate to and with target audience on services and products to enhance patronage and consumption (Stanton, 1986).

According to Sliburyte (2009), it is inconceivable to observe the existence of varied economic, social and political activities without advertising. Everyone looks to everyday communication and carefully considers the amount and quality of information received and its attendant influence on behaviours. Theoretical and practical research prove that there is ever growing influence of information contained in advertisement on society's economics, culture, religion and politics (Sliburyte, 2009).

Individuals are exposed to a tremendous number of advertising stimuli each day. To cope with this exposures, our sensory organs select those stimuli to which attention is given (Wells, 1997). Advertising is important because it influences audiences by informing or reminding them of the existence of a brand or image or an idea. It has the potential to persuade or help to target audience to differentiate (Fill, 2002). Advertising can reach huge audiences with simple messages (Arens and Bovée, 2000). The main roles of advertising are to build awareness, induce dialogue and to position or reposition brands, by changing either perceptions or attitudes (Fill, 2002).

Collet (2000) also posits that some people's attention to television commercials seemed to be quite low. The suggestion is that likeability has an important role to play in facilitating consumer responsiveness towards advertisement to develop effective communication (Collet, 2000). The greater the enjoyment, the greater the exposure to the message, and the lower the probability that the message will be perceptually obliterated (Fill, 2002). Advertisements that create a belief that a product is excellent with appealing messages are commercially very successful (Haley, 2002). In other words, a message that is well liked has influence more than a message that fails to generate interest and liking.

Kotler and Keller (2009) see advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising in its functional perspective, is a paid, non-personal communication through various media by business firms, non-profit organizations and individuals (Richards and Curran, 2002; Kotler and Keller, 2009). Morden (1991) is of the opinion that advertising is used to establish a basic awareness of a product or service in the mind of potential customer or consumer to build up knowledge about it. Advertising aims to make known the availability of a product, an idea or a science on offer to

a target audience and influence their awareness, attitude and buying behaviour (Ayanwale *et al*, 2005).

1.4 Advertising and Involvement of Children

The media has influence on children, especially, through crafty designed advertisements in the society (Keller, 2009). The involvement of children in advertising images, products and services has attracted global concerns from child rights activists and other organizations (Gill, 2005). Ever since marketers began focusing on children in advertising concept creation, public and academia have found themselves in heated discussions on children and their involvement in advertising (Curran and Richards, 2000).

In response to some of the criticisms, some authors point to the informational, social and cultural values that advertising offers to children in particular and the society at large. In the view of Caccamo (2009), advertising presents a form of social communication which is vital to human development. Advertising is assumed to play a significant role in economic socialization of consumers in their education on how to participate in the current market system (Hallmann, 2012). Advertising actively penetrates into many spheres of lives in both developed countries and developing nations. Rozendaal *et al*, (2012) also postulate that children's understanding of advertising tactics increases progressively between the ages of 8 and 12.

Children are considered in promotional designs, selling concepts and advertising strategies for products, policy ideas, values and life styles. This is an indication of their comparatively high economic value in society as present and future consumers (von Feilitzen & Carlsson, 1999). Advertising can be artistic and represent high moral values; sometimes it can even be inspiring.

Propaganda is very common in advertising which appeals to emotions rather than intellect in societies (Rosoff *et al*, 2002). The persuasive tactics include emotional appeals such as humour or peer popularity and comic characters or celebrity endorsement (Rozendaal *et al*, 2011).

For many years now, according to Browne (2009), efforts to limit or prohibit advertising involving children have faced a powerful combination of political and constitutional limitations. There is a seeming lack of political power and legislative support to enact and enforce meaningful regulations that would curtail the proliferation of using children advertising as well as advertising directed at children (Browne, 2009).

1.5 Media in Ghana and Political Communication

The media in Ghana, especially for radio and television, provide the citizenry an enabling platform to air their views and express displeasure about the manner in which they are being governed or about government decisions amongst social, economic, political, health and education (Temin & Smith, 2002). The media ensure that the views of listeners and audience are heard. Hence, phone-ins are offered to enable the public join in discussions on national issues. Temin & Smith (2002) are of the opinion that politicians are often heard on air clarifying issues raised by journalists and ordinary citizens. The media, therefore, provide an avenue for interaction between government officials and citizens.

In an article, '*Making Sense of Advertising*', Daniel Pope (2012) notes that political advertising solicits vote or makes contribution to inform and educate voters on political issues. This political information is often derived from political advertising in the media. Citizens often discriminate

among various candidates for political office, identify those who hold issues relevant to their basic needs, and cast ballots in support of those candidates during elections (Christiano, 2010). Attitudes and considerations of the people to participate in a healthy democracy largely depend on the political knowledge and information available to them (Delli Carpini and Keeter, 1996).

Political parties, through advertising in the media, consciously seek to play on the emotions of the electorate. Politicians often employ messages and audio-visuals to excite popular passion in the electorate (Stanton, 1986; Graber, 2005). Political parties carefully design advertisements that are convincing through appropriate media to communicate to and with target audience. Research findings have shown that political advertising continues to gain grounds as an effective and compelling communication tool for political parties and candidates (Brader, 2005; Kaid, 2004; Valentino *et al*, 2004; Agyeman-Duah, 2000; Brader, 2006).

Arens (2006) indicates that political parties often use political advertising to convince the electorate in their decision-making process and create emotional liking for a party and presidential candidate. The two main political parties in Ghana, the National Democratic Congress (NDC) and the New Patriotic Party (NPP) used political advertising in the 2012 general elections. The parties devised messages, mostly audio-visuals, to market candidates and policy considerations to the electorate.

1.6 Statement of the Research Problem

Marketers are keenly interested in knowing whether their advertising messages are effective, while policy makers are concerned about the protection of the audience, especially, children and their involvement in advertising. Children are mostly the targets of the various advertising concepts in the media. Integrating the objective of the advertiser and the effect on the target audience has been one of the major challenges in society for a long time (Barlovic 2006). The engagement of children in advertising in general and in political advertising in particular raises some ethical concerns (Oates *et al*, 2014). Advertisers often involve children in political advertising to arouse emotional sentiments and to influence people.

There are numerous political advertising communication tools in use for marketing political parties, candidates and policies to the electorate. The 2012 general elections in Ghana witnessed some political advertising that featured children on television and in radio advertisements. Images of children were publicly displayed mostly in audio-visual forms through the television apart from the posters and billboards. There are growing concerns among a section of the Ghanaian society concerning the use of children in political advertising to carry information via the media to the electorate.

The purpose of this study was to solicit public opinion on the use of children in political advertising during the 2012 general presidential elections in Ghana and to determine whether the advertisements had any influence on the electorate. This study further sought to find the possible ethical issues associated with the use of children in political advertising.

1.7 Aim/Objective

The main objective of this study was to solicit public opinion on the use of children in political advertising during the 2012 general elections in Ghana and to determine whether the advertisements had any influence on the electorate. The specific objectives for this study were to:

1. Solicit public opinion on the use of children in political advertising during the 2012 general presidential elections in Ghana
2. Determine whether the advertisements had any influence on the electorate.
3. Identify ways in which respondents were influenced; and
4. Find out public views on ethical issues arising out of using children in political advertising in Ghana.

1.8 Research Questions

This study sought to answer the following research questions:

1. Should parties use children in political advertising in Ghana?
2. Were respondents influenced by the advertisements that featured children during the 2012 General Elections?
3. How were respondents influenced by advertisements that featured children?
4. What specific ethical issues do respondents associate with using children in political advertisements?

1.9 Significance of the Study

This study would contribute to knowledge on works pertaining to children in political advertising in Ghana. The findings and recommendations would inform parents, policy makers, stakeholders and government in their programmes and policy planning to ensure that children are protected and progressively integrated into political activities in their growth and development. This study, would among other things, provoke interest in scholarly research to further explore other issues on the role of children in political advertising, especially, the influence of children on parents' voting choice.

1.10 Operational Definition

The following terms are explained in the context of this study:

Public: It refers to the population for this study; the staff of the two tertiary institutions.

Political party: It refers to an organization or a body that featured children in the political advertisement during the elections.

The electorate: Individuals who are of voting age of 18 years and above by law with the right to vote, engage in campaigns, participate in political discourses and electoral activities.

Political advertising: A deliberate creation of persuasive messages with emotions and presentation of images and concepts through the media to support or oppose a candidate.

Advertisement: This includes materials such as audios, motion pictures, images on television, billboards, posters or newspaper publications sponsored to communicate with the electorate.

Advertiser: Represents an advertising agency or professional in the advertising industry

Children: The individual male or female below 14 years of age referred to here as *minors*.

CHAPTER TWO

THEORETICAL FRAMEWORK AND REVIEW OF LITERATURE

2.0 Introduction

In research, theories help to conceptualize, design and explain some social or natural occurrences. Theory also helps to provide focus on a search for appropriate methodology and approaches to gather data. Babbie (2013) suggests that a theory is a systematic explanation for a set of facts and laws that govern research. This chapter discusses the Elaboration Likelihood Model (ELM) by Petty & Cacioppo (1986) as a theoretical framework for this study. The ELM is one of the persuasive theories of communication. This chapter also reviews, as a whole, the literature and how findings from similar studies relate to this study.

2.1 Theoretical framework:

A theory is an abstract statement that provides an understanding or explanation of something observed in the social world (Tan, 1986). Theories help us understand or explain phenomena we observe in the social world (DeFleur & Ball Rokeach, 1982). Cohen (1998) proposed that the central function of theory is to solve problems. Theories, according to Berelson & Steiner (1964), arise from a context bounded and influenced by assumptions of social researchers which could be used to address both empirical and conceptual problems.

2.1.1 The Elaboration Likelihood Model of Persuasion

Persuasion has been simplified as attitude change resulting from exposure to information (Olson & Zanna 1993). The goal of a persuasive message is to cause a positive or negative response to a message. The media are full of communication messages intending to inform, persuade and influence individuals. The plethora of media messages directed at the audience require individuals to decode and interpret the messages to make meaningful decisions. It is obvious that receivers are not able to deal with all these messages at great length (Severin & Tankard, 2001).

According to Petty and Cacioppo (1986), individuals have large mesh of mental filters that allow messages or items regarded as insignificant to pass through without being processed. However, messages about things that are personally relevant are trapped and tested. Naturally, individuals select some messages for meticulous contemplation and scrutiny while others deal with messages in a hasty manner (Petty & Cacioppo, 1986). Elaboration Likelihood is a model of persuasion in communication that takes into account different means of decoding and processing information in the media to affect attitude and behaviour changes (Petty and Cacioppo, 1986).

2.1.2 Description of the EL Model

Elaboration refers to cognitive work involved in processing a persuasive message. It is the extent to which a person carefully thinks about issue-relevant information. Elaboration includes attending carefully to appeal, attempting to access relevant information (from memory or external sources), scrutinizing and making inferences about arguments, drawing conclusions about the merits of the arguments, and reaching an overall evaluation of the recommended position. It has the central and peripheral routes for action (Petty & Cacioppo, 1986).

The memory (internal) or the external sources of information search is vital in processing messages. Individuals often attempt to scan information stored in the memory to recall past experiences. This internal recall helps individuals to compare and make alternative choices of messages being received in relation to messages already stored in memory (Belch and Belch, 2012). According to Belch and Belch (2012), other individuals look for external sources for additional information through friends, relatives, peers, parents, and controlled commercials to enable them process a message to make decisions that are likely to affect attitudes and behaviours positively or negatively towards something.

The term elaboration likelihood refers to an issue-relevant thinking by an individual with the aim of determining the merits of available arguments to take a decision (Petty & Cacioppo, 1981). Certain factors determine people's motivation and ability to think carefully about merits of arguments for a recommendation. When conditions foster people's motivation and ability to engage in issue-relevant thinking, the elaboration likelihood is said to be high (Petty and Cacioppo, 1981; 1986).

2.1.3 The Central and Peripheral Routes

The Elaboration Likelihood Model (ELM) considers two routes to attitude change when processing information, namely: the “Central route” and the “Peripheral route”. The Central route refers to the active engagement of the cognitive capacity of the receiver to processes messages and examine the rationality of arguments involved. In the Peripheral route, the receiver of the message necessarily does not exert active use of the cognitive ability to evaluate arguments and process information for an informed decisions (Petty & Cacioppo, 1986). The source credibility, style and format of message, the mood of the receiver, the medium through which

the message is communicated and the quality of the message tend to influence the kind of route that elaboration occurs (Cacioppo, 1981).

The ELM suggests that when elaboration is high, a recipient experiences a central route of persuasion. However, when elaboration is low, a peripheral route is in process (Petty and Cacioppo 1986). In the peripheral route, influence occurs through very simple decision criteria such as celebrity endorsements and charisma, or the attractiveness of the sender. Some individuals use peripheral cues because they do not want to expend cognitive energy to think of the issue-relevance of the message (Petty and Cacioppo 1986).

2.1.4 Process and Application of the ELM

The model proposes that persuasion can take place under either a high degree of elaboration or a low degree of elaboration, or at any point in between occasioned by favourable and unfavourable factors (Petty and Cacioppo, 1981). Besides, the model suggests that the process of attitude change appear differently at different degrees of elaboration. Petty and Cacioppo (1986) posit that when persuasion occurs through the central route, it means high-quality arguments are strongly presented and the receiver is in favourable thoughts about the information or the message.

The favourable or unfavourable thoughts are conditioned by two factors. The first is the agreement between the receiver's initial position and the recommended view of the message. In this condition, the model suggests that if an advocated view is of one towards what a receiver is already inclined to, then the receiver will favourably be persuaded while the opposite is valid. The second factor is the strength of the argument being presented. The stronger or more carefully

defined the argument, the more likely that the receiver would favourably be disposed (Petty & Cacioppo, 1986).

The Elaborative Likelihood Model (ELM) predicts that thoughtful consideration of strong arguments will produce major shifts in attitude change in the direction of the message. The ELM suggests credibility, liking and consensus as useful principles under the peripheral route to persuasion. Some individuals have the tendency to believe messages from credible sources, people they like and are more prone to agree with popular views (O'Keefe, 1990). The peripheral route of the ELM suggests that an individual wanting to vote would not spend time to analyze the political advertising messages or look for information on the candidate to make informed decisions. Rather, the person would take an editorial endorsement in a newspaper or by the view of an adored celebrity or from a single political advert to make a choice of candidate to vote for. In some instances, individuals freely support a candidate just for voting sake without recourse to seeking relevant information on competence or personality (Severin & Tankard, 2001).

2.1.5 Motivation and Ability for Elaboration

According to O'Keefe (1990), the degree of elaboration by a receiver is dependent on two dynamics: the receiver's motivation and ability to engage in further interpretation. An individual engaged in elaboration finds messages that are relevant to, and connect with personal interest. The individual feels motivated to engage in elaboration and as long as there is a personal stake in accepting or rejecting an idea. The individual would be much more influenced by the message and the characteristics of the person who delivered it (Petty & Cacioppo, 1986).

Aside from being motivated to elaborate, the individual's ability to undertake such elaboration is very vital. The ability does not only rest with intelligence but the energy and effort at searching for information about a given message, concentrating on significant issues in it and understanding the message to produce the desirable outcomes (O'Keefe, 1990).

2.1.6 Critique of the Elaboration Likelihood Model

Notwithstanding its usefulness as a framework for conceptualizing attitude formation and change, the model is criticized for not looking at the holistic nature of how people process information simultaneously under different conditions. Critics suggest that the ELM, in its current form, only describes and categorizes, but lacks sufficient details of the processes to offer explanations (Bitner & Obermiller, 1985).

Petty and Cacioppo are not clear in their description of central cues and peripheral cues. The ELM is a framework based on classification of processing styles and not on objective cues. Communication effectiveness would be greatly improved if the EL model could predict which cues would be processed, in which way, and under what particular sets of circumstances (Bitner & Obermiller, 1985). The ELM describes the processes that result from a motivational condition but it cannot predict the motivational state. This is a contrast because one person can be motivated to process image-relevant information centrally in a given situation while another can be less motivated to process background music peripherally (Bitner & Obermiller, 1985).

2.2 Review of Related Literature

One of the components of a good research work is the review of relevant literature (Afolabi 1992). Review of relevant literature provides a background to and justification for a research (Bruce 1994).

2.2.1 Introduction

The field of political communication has been widely researched in different parts of the world (Johnston & Kaid 2001; Verser, 2007; Granato & Wong, 2004). While some studies have focused on the influence of political communication, others concentrated on the content and production styles of political advertisements. A considerable number of these studies have investigated political advertising to determine whether the advertisements were based on issues (Haynes & Rhine 1998; Johnston & Kaid, 2001).

A search of related literature for this study in Ghana was a big challenge as very little research is done relating to children and political advertising. This study, however, reviewed some related scholarly literature of the developed democracies to contextualize the issue of using children in political communication and advertising in the Ghanaian society. This challenge is echoed by Gbadamosi et al (2012) that there is a dearth of studies relating to children and advertising in an African context. Some research findings in developed democracies have focused on children being used in political advertising. The various research works, relating to political communication locally, have not examined children and political advertising: Afriyie-Badu & Larvie (1997), Agyeman-Duah (2000), Boadu-Ayebofo (2001), Kwansah-Aidoo (2005) and others have focused on subjects such as political advertising, media coverage of political campaigns, comparative and content analyses.

2.2.2 Political Advertising

According to Kaid and Holtz-Bacha (2006), political advertising is explained as a means through which political parties and candidates present themselves and policies to the electorate mostly through the media. Political advertising is any controlled message through a media channel designed to promote political interest of individuals, parties, groups, governments, or institutions. Political advertising includes communications that support or oppose a candidate for nomination or election to either a public office or an office of a political party. Unlike free media, Kaid & Holtz-Bacha (2006) postulate that paid media enable political candidates, parties and other interest groups to decide how they want to present themselves to the electorate.

Political advertisements are also published in newspapers, magazines or in other periodicals. They can also be broadcast by radio or television for consideration. Such advertisements can also be posted on the internet or billboards (Kaid & Holtz-Bacha 2006). Political advertising is considered one of the most important means of electoral and political communication (Kaid, 2004). During elections, candidates use political advertising to convince the electorate. Due to substantial reliance on political advertisements for political knowledge and acquisition of necessary information on political activities by the electorate, candidates in elections are able to showcase themselves and their positions on issues through the media to canvass support (Kaid, 2004).

Unlike product advertising designed to sell goods and services for direct monetary profits, political advertising is designed to market candidates, their ideologies and policies to party followers and the electorate in general to canvass for support. It is a piece of information designed to showcase ideals targeted at persuading the electorate to buy a new innovation,

support a policy, a personality or an ideology (Hughes, 2003). In looking at political advertising, Valentino *et al* (2004), note that political advertising seeks to convey issue positions of political candidates for the electorate to garner support. Politicians focus on political advertising due to potential opportunity it offers to identify themselves and attract attention of audience (Valentino *et al*, 2004).

Political parties spend time, resources and energies to conceptualize, visualize, and create appropriate and catchy messages to communicate with the electorate. The primary goal is to convince the electorate and influence their decision-making to support a candidate (Arens and Bovée, 1994). Some people assume that a presidential candidate appearing with a large crowd of supporters connotes endorsement (Verser, 2007). Other studies have shown that political parties employ emotional tactics in campaign advertisements to influence interest and decisions of the electorate (Marcus, Neuman & Mackuen, 2000; Brader, 2005; Graber, 2005).

Political advertising also recognizes interest areas of society and influences design of crafty messages and images to satisfy those needs. The communication and campaign teams of the political parties in contest frame political advertisements emotionally to induce changes in the electorate, especially, for television political advertising (Marcus, Neuman & Mackuen, 2000). Political parties use speeches and advertisements to communicate their issues and positions (Walgrave & De Swert, 2007). Issues of public interests cuts across geographical, cultural, religious and economic boundaries. It involves the interest of all: politicians, media practitioners, civilians, religious bodies and ordinary citizens. The views of these interest groups are collected, synchronized, crafted coherently and disseminated for the intended goals (Gaber, 2007).

Politicians spend huge sums of money and other resources on advertising to market candidates with expectations to win polls. For example, in the United States of America, expenditure on television political advertisements for the re-election of President Barack Obama in the 2012 elections was around \$500million. It is anticipated that about \$700million would be spent in the next 2016 elections (www.csmonitor.com). Although figures on the cost of Ghanaian elections are not readily accessible, it was evident in the 2008 and 2012 elections that a substantial portion of the political parties' budget goes into advertisements.

2.2.3 Children and Political Communication

The UN convention guarantees freedom of expression and rights of children to access media information, exchange ideas and express themselves (CRC Article 13). There are also perceptions and propositions from research findings that suggest the need to create a conducive atmosphere to make children participate and be heard in the media. According to Carlsson (2006), children should be engaged in media activities in general to ensure active participation in time because they are potential users in the future. The 1992 Constitution of the Republic of Ghana gives the freedoms for the citizenry to participate in political discourses and join political associations. However, the 1992 Constitution of Ghana is silent on involvement of persons below 18 years in advertising generally and political advertising in particular (Constitution of Ghana, 1992: Article 42).

Politicians in the western world have engaged children in political communication and election campaigns over the years. Political advertising that feature children in America's democracy have been common since 1950s (Museum of Moving Image (2008). Children in presidential advertisements serve as a lens through which to view the wider concerns of the nation. There

are, however, concerns regarding the manner in which candidates oversimplify issues. The atmosphere arouses emotions in people with serious agitations on the future of children based on little or misleading information (Museum of Moving Image, 2008).

Political psychologists are concerned with how individuals' political orientations and socialization processes are shaped for public opinion and electoral behaviour (Jennings, 2007). The perception of political environment, orientations, and patterns of behaviour are generated during early childhood. Political socialization studies reveal that what is learned in early childhood is applied in adult life, and how one behaves in later life depends on earlier experiences (Ackermann, 1996). Recent studies dealing with young children show that primary school pupils are able to form basic political opinions and comprehend basic political concepts (Alford, Funk, & Hibbing, 2005; Sears & Levy, 2003).

Young children are politically engaged. They possess social and political awareness, knowledge, and attitudes. Results from developmental psychology studies describe young children as socially reflective and morally competent actors in political socialization (Sears & Levy, 2003; Ruck & Horn, 2008). Intervention studies show that adequate provision and transfer of political information raises awareness and interest for political and societal affairs among children (Berti & Andriolo, 2001; Simon & Merrill, 1998). Experts on civic education seem to agree that civic education should start very early before children enter secondary school. Studies show that young children already hold consistent and meaningful political orientations (Richter *et al*, 2007; Torney-Purta & Vermeer, 2006).

Political knowledge functions as an important explanation of differences in political opinion and political behaviour (Bartels, 1996; Delli Carpini & Keeter, 1996). It forms the foundation for political orientations with influence on individual opinion and attitudes (Bartle, 2000; Michaud, Carlisle, & Smith 2009; Torney-Purta, Wilkenfeld, & Barber, 2008). Political knowledge encourages political participation and willingness to vote with the understanding of the relevance and functioning of political processes (Delli Carpini & Keeter, 1993). Individual's political knowledge looks at factual information about politics to understand governance and democratic system (Barber, 1969). Children generally have what it takes to be young citizens: they express political opinions and attitudes, and display basic political knowledge and orientations prerequisites of political involvement and participation. Children develop consistent and persistent political orientations at a much younger age (Van Deth, Abendschön & Vollmar, 2011).

2.2.4 Television and Political Advertising

According to Hossler *et al* (1990), television advertising has proven to be effective in building image and visibility. There is a particular reliance on television for political advertising due to its coverage, especially, in developed countries (Scammel & Langer, 2006). According to Arens (2006), television is an effective means of advertising due to its ability to combine visuals, sound and motion. The motion pictures help in shaping attitudes about competing candidates (Verser & Wicks, 2006). Television pictures enable the electorate to form impressions, opinions and beliefs about political candidates. Even when a candidate's behaviour is completely scripted and rehearsed, aspects of appearance and demeanour cause viewers to form intuitive understanding of the personality presented (Verser & Wicks, 2006).

Political advertising on television can increase political information that people have. Kaid and Postelnicu (2005) observe that there is high credibility of television advertisements among the electorate; the reason for heavy reliance on television for political advertising. Television advertising has occupied attention in marketing communication tools over the years. This is due to its dynamic nature to carry both sound and moving visuals (Ouwersloot & Duncan 2008). It has demonstration ability; intrusion value with capacity to generate excitement; one-on-one reach, ability to use humour; and capacity to achieve influence (Shimp 2007).

Advertisements have become very common in Ghana. The television and radio stations in particular, and all other media are dominated by advertisements on various products and services including political communication messages. Because television commercials combine sight, sound and motion, they appeal to people better, lend excitement and are more dramatic than any other form of advertising (Fill, 2002). Advertisers consider television as an excellent medium to build brand image or to create excitement around a particular event.

According to Arens (2001), many advertising campaigns have universal appeal overriding cultural differences. Humour in television advertising has made many advertising campaigns widely popular to connect with viewers to gain knowledge and experience through a social learning process (Arens, 2001). Political parties in Ghana make use of both television and radio to predominantly reach the electorate with their messages.

2.2.5 Appeals in Political Advertisement

The image or issue appeals can be used to get the electorate along with political candidates to influence their attitudes and choices. The emotional appeals can promote democratically desirable behavioural changes in ways that the electorate make choices (Brader, 2005). A

content analysis study findings conducted in the United Kingdom discovered that election advertisements of political parties that include humour and emotional appeals with underlying musical lyrics had some influence on target audience (Dermody & Scullion, 2003).

The cognitive and emotional political advertising elements appeal more to the electorate who are more informed about competing candidates (Freedman *et al*, 2004). Dermody and Scullion (2005) posit that humorous political advertising have the potential for psychic release and arousal of mental activity that enhances attention, increases comprehension and creates liking attitudes and behaviours in the electorate for easy recall. This enriches persuasive elements in advertisements to influence decisions and choices. Politicians use every available tool or resources in advertising to achieve the desired ends including using children and humorous audio-visuals to communicate with the electorate (Dermody & Scullion, 2005).

2.2.6 Effects of Political Advertising

The effect of political advertising and its influence on the electorate' decisions and options during elections are very important to acknowledge. It shapes the thoughts, orientations, decisions and choices of the electorate (Valentino *et. al*, 2004; Dunn and Barban, 1974; Agyeman-Duah, 2000). The effectiveness of political advertisements depends largely on the expectations of the electorate and their ability to discern the true policy views and personal traits of candidate (Granato and Wong, 2004). The issue salience and image advertising can induce some measurable effect on the electorate in elections.

Political messages that are unpredictable tend to lose effect overtime. The duration of political advertisement and its effectiveness largely depend on the degree to which the electorate learn to

unlearn their prior attitudes and inclinations (Granato & Wong, 2004). Political campaign advertisements are rich in information and laden with emotional content to induce more attentive and participatory responses in citizens (Freedman *et al*, 2004). According to Shah *et al* (2007) exposure to political advertising through the media has direct effects on information seeking desires of the electorate. Media channels used disseminating political messages and information are very crucial in electoral processes to elicit appropriate influence and responses from the electorate (Boateng, 1993).

Kaid and Postelnicu (2005) studied the effectiveness of the various channels used in political advertising in the United States of America and found that some candidates' advertisements were more effective on certain media channels than others. While one candidate's advertisement had more effect on the electorate on television, another candidate's advertisement was more impactful through the radio or the newspapers (Kaid & Postelnicu, 2005). In a survey study in the United States of America, it was discovered that not all individuals were affected equally by the political advertisements during the general elections. Exposure to political advertising content was found to have shown insignificant changes in the attitudes and decisions among the young electorate (Jasperson & Yun, 2007).

2.2.7 Advertising Codes and Practices on Children

Most Advertising Codes make no mention of the propriety or otherwise of children in political advertising. The Codes rather make provisions on regulations for product and commercial advertising (Broadcast Committee of Advertising Practice (BCAP); Code of UK, 2010; Committee of Advertising Practice (CAP) Code, UK, 2010; Malaysia Advertising Code, 2008; New Zealand Advertising Code, 2013; Advertisers Association of Ghana (AAG) Code).

The advertising codes and practices emphasize that no product or service may be advertised and no method of advertising may be used which might result in physical, mental or moral harm to children. The codes stress that no method of advertising may be employed which takes advantage of the natural credulity and sense of loyalty of children. Advertisements addressed to, targeted at or featuring children should contain nothing that is likely to result in physical, mental or moral harm in particular. Children should not be encouraged to copy any practice that might be unsafe for them in such commercials.

The codes and practices encourage advertising to and involving children to be under certain regulations, especially for food, beverages and health promotions. Whilst recognizing that children are not the direct purchasers, the codes encourage that care should be taken that children are not stimulated to make themselves a nuisance in the interests of any particular product or service. The advertising codes and practices suggest that the appearance of children in advertisements is subject to conditions on safety. The all-embracing principles note that advertisements should not mislead or cause serious or widespread offence or harm, especially, to children or the vulnerable in society.

The chapter five of the UK Advertising Code on issues relating to children considers a child to be under 16 years. The codes specifically note that claims in marketing communications, whenever published or distributed to influence voters in a local, regional, national or international election or referendum are exempted from the Code (BCAP and CAP Code, 2010). The New Zealand Advertising Codes and Practices (2013) recognize a child as a person below the age of 14 years in line with Children, Young Persons and Families Act 1989, and the Broadcasting Standards Authority definition.

Section 2(a) of chapter six of the Communications Authority Code of Practice on Television Advertising Standards in Ghana (2013), states that alcoholic beverage advertising should only target adult audience; and no children or adolescents should be allowed to participate in the presentation of these advertisements; such advertisements should not be shown in proximity to children's programmes; or programmes which target young persons under the age of 18. The Guidelines for Broadcasting in Ghana section V(a), directs that when children are likely to be viewing or listening, no product or service may be advertised and no method of advertising should be employed which takes advantage of their natural credulity and susceptibility. The guide advocates that children in advertisements should be well mannered and well behaved.

The Constitution and Codes of Advertising Practices in Ghana (AAG) section 4 (3-13) makes considerations on children and advertising practices regarding various products including alcohol, tobacco and foods, For instance, section 4 (13.11) spells out that children must not be used as models in advertisement showing tobacco and alcoholic products. The codes note that children, professional sportsmen and pregnant women should not be used as models in advertising on television. Section 4 (8.7) makes reference to compliance indicating that media houses, agencies, political parties, politicians and their agents must ensure that political advertisements are in consonance with the provisions of the Code.

2.2.8 Ethical Considerations in Advertising

The debate on engaging children in advertising and advertising to children ranges from whether it is ethical in the first place (Bakir and Vitell, 2010) to the criticism of specific persuasive tactics and misleading claims (Rozendaal, Buijzen and Valkenburg, 2011). Ethics can be defined as the critical and structured examination of how we should behave in particular, constrain the pursuit of self-interest when our actions affect others. The debate on children involvements in

advertising is primed on ethics (Livingstone, 2009). Advertising ethics is explained as a set of values that determine what is right or good in the content and concept of advertising. It is very much concerned with questions of what ought to be done (Bakir and Vitell, 2010).

Basically, the issues of media education and children's participation are related to children's rights that are fundamental to democracy. According to the United Nations Convention on the Rights of the child (1999, Articles, 17, 13, & 12), the child shall have access to information and material from a diversity of national and international sources, especially those aimed at the promotion of his or her social, spiritual and moral well-being. The child shall have the right to freedom of expression and to express his or her views in all matters that affect them (children).

According to Amoako (2012) a greater challenge exists in Ghana and Africa where children's rights and issues are not as prominent as in the developed world. Linn (2003) suggests that in a competition to attract larger audiences, communicators often find themselves tempted, even pressured, to set aside high artistic and moral standards and lapse into superficiality, flamboyance and moral grime. They are tempted to ignore the educational and social needs of certain segments of the audience, the very young, young and adolescents (Linn 2003).

In summary, political advertising, according to Demordy & Scullion (2003), plays an important role in assisting young people's political participation and decision making. Gilens *et al* (2007) posit that media contribute to the increase in knowledge among the electorate about presidential candidates. Political advertising educates the electorate about candidate's positions and competencies. According to Cho (2008), political advertising serves as a source of information for citizens and creates environment for participation in the democratic and electoral processes.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter discusses the profile of this study area, design, population, sample and sampling techniques, and data collection instruments used. Also covered in this chapter are data collection procedure and the demographics of respondents. Methodology involves specified procedures, techniques, ideas and thought processes that are followed to achieve set objectives or get specific scholarly work done (Opoku, 2012). The sequence of methodology largely depends on the nature of the problem or situation at hand (Kumekpor, 2002). The purpose of this study was to solicit public opinion on the use of children in political advertising during the 2012 general presidential elections in Ghana and to determine whether the advertisements had any influence on the electorate.

3.1 Profile of the Study Institutions

This research study was conducted at the Sunyani Polytechnic and the Catholic University College of Ghana, Fiapre-Sunyani. The staff of the two tertiary institutions constituted the population of this study.

3.1.1 Sunyani Polytechnic

The Sunyani Polytechnic, until 1997, was known as the Sunyani Technical Institute. It is a tertiary institution in the Brong-Ahafo region of Ghana. It was established by the Government of Ghana in 1967 with 60 pioneer students. It was tasked to provide tertiary education through full-time courses in the field of manufacturing, commerce, science, technology and applied

science. At the beginning of the Polytechnic, HND programmes in Accountancy, Building Technology and Electrical/Electronic Engineering were offered (Registry, 2013).

The Polytechnics Act, 2007 (Act. 745) expanded the curricula of the polytechnic, and a Bachelor of Technology degree in Building was introduced in the 2007/2008 academic year (www.spoly.edu.gh). At present, the Sunyani Polytechnic offers HND programmes in Secretarialship and Management Studies, Mechanical Engineering, Civil Engineering, Computer Science, Marketing, and Purchasing and Supply. Certificate courses at the non-tertiary level are also offered (Registry, 2013). The student population was 4,694 at the end of the 2012/2013 academic year. According to information gathered at the office of the Assistant Registrar in charge of human resource management at the polytechnic, the staffing capacity of the Sunyani Polytechnic at the end of the 2012/2013 academic year was 599.

3.1.2 Catholic University College of Ghana, Fiapre

The Catholic University College of Ghana (CUCG), Fiapre was established by the Ghana Catholic Bishops' Conference. The then President of the Bishops' Conference of Ghana, Cardinal Peter Appiah-Turkson, made public the decision for the establishment of CUCG on 15th January, 2002 (www.cug.edu.gh). The Catholic University College was accredited in December 2002 to run degree programmes. The Sunyani Diocese, under the episcopacy of the late Bishop James Kwadwo Owusu, offered a temporary site for the start of the institution at the Sunyani Diocesan Pastoral Centre (Registry, 2013).

The fifty (50) pioneer students were admitted on 3rd March, 2003. CUCG officially commenced lectures in March, 2003 under three Faculties: Economics and Business Administration; Religious Studies; and Information Communication Sciences and Technology. In the 2007/2008

academic year, the Faculty of Education and Public Health & Allied Sciences were introduced. The University College is affiliated to the University of Ghana, Legon and the University of Cape Coast (Registry, 2013).

The President of Ghana at the time, John Agyekum Kuffour, officially commissioned the University College on 13th November, 2003. Cardinal Ivan Diaz laid the Foundation Stone on 25th April, 2007 at the University Campus at Fiapre. The CUCG moved to its permanent site at the beginning of 2008/2009 academic year (Registry, 2013). According to the Assistant Registrar in charge of human resource management of the University College, it has a labour force of 196 staff with 4,500 students as at the end of the 2012/2013 academic year.

3.2 Description of Sample Advertisement

Two of the advertisements that featured children for the political parties namely the National Democratic Congress (NDC) and the New Patriotic Party (NPP) during the 2012 general elections were discussed for the purpose of this study.

3.2.1 Advertisement that featured children for the NDC

The advertisement featured children dressed in NDC T-shirts with black jeans singing and dancing with interspersed spoken or chanted rhyming lyrics. Literally, the lyrics invited the electorate to vote for the No. 1 slot on the ballot paper, candidate John Dramani Mahama, for development because he was better qualified to be the president. The children explained that Ghanaians should be wise and vote for trusted people who have done good things for the nation and were capable of improving lives the more.

The advertisement questioned the essence of free education where there were no classrooms, motivated teachers and other teaching and learning materials. The lyrics from the children cautioned the electorate to avoid hasty decisions that could vote for a return of schools under trees. The advertisement indicated that classrooms were already inadequate with limited teaching and learning materials even when fees were paid. Rather the electorate should hope for quality but accessible education where teachers were well paid, resourced and motivated. The electorate should vote for a candidate who would ensure that enough classrooms were built with better teaching and learning materials for effective teaching and learning to ensure quality education. The advertisement ends with a slogan, “John Mahama, bosoo kenaaa!”

3.2.2 The Advertisement that featured children for the NPP

The New Patriotic Party featured children in political advertisement that communicated the message of free SHS to the electorate. The children sang and danced to the lyrics to deliver the message. The import of the lyrics and the advertisement have been summarized here. The advertisement began with school pupils. The girls were wearing uniforms in blue with white stripes around the neck and slightly above the waist while the boys were in khaki shorts with blue shirts. The pupils started chanting, ‘free education!’ ‘free education!’ Then the beats and the rhythm ensued with the lyrics:

The advertisement appealed to Ghanaians, including mothers, fathers, uncles, aunties and grandparents to help the children of Ghana look into the future with hope and smile by voting for Nana Akuffo Addo and the NPP for free Senior High School (SHS) education. The lyrics were interspersed with slides of Nana Addo Danquah addressing and interacting with school pupils in uniforms at different locations. The children called on Ghanaians to help the NPP win

and to assist them go all the way through in their education. The pupils, in the advertisement, indicated that the free SHS was the key for them to realize their dreams. The advertisement educated the electorate that it was going to be really free quality education. The advertisement ends with pupils advocating for a change to move Ghana forward.

3.3 Research Design

Study design is explained as conceptualization of research problem and appropriation of structured methods or procedures to guide data collection and analysis (Opoku, 2012). Research design is considered vital because it helps to define appropriate procedures to collect necessary data for desired results (Opoku, 2012). Each stage of this study process was very essential to get the desired data for analyses and discussion (Kumekpor, 2002). This study employed mixed-method for depth and breadth investigations. A combination of quantitative and qualitative designs helped to collect useful information for this study. A survey was used to gather data from respondents while a face-to-face interview guide was employed to conduct interviews with the selected key informants.

3.4 Survey

According to Odum and Jocher (1929), social survey is an objective, quantitative approach to the study of social processes within a defined area at a given point in time using questionnaire. Kumekpor (2002) suggests that social survey is an exploration or an investigation into current or existing social, economic or political conditions. Social survey is a useful means of observing, examining and recording definite units with specific characteristics or qualities since knowledge about facts of existing situations are necessary for effective planning (Kumekpor, 2002).

3.4.1 Population

According to Piesie-Anto (2012), the population for a study refers to the entire set of study elements or variables or people about which information is collected. Since the population of interest is normally large and unwieldy, research study is mostly about a sample of elements, whose information is used to generalize attitudes, behaviours, experiences, views and perceptions of the wider population (Piesie-Anto, 2012). The study population for this research involved staff members of two tertiary institutions namely: the Sunyani Polytechnic and the Catholic University College in the Brong-Ahafo region of Ghana. Cumulatively, these two institutions have a staff strength of 795 distributed as follows:

Sunyani Polytechnic	-	599
<u>Catholic University College</u>	-	<u>196</u>
Population Size	-	795

Reasons for selecting the chosen population was fundamentally informed by the principle of convenience in that the researcher has ever worked in these institutions. Hence, accessibility to data was relatively easier and quicker given the time available for this study. Additionally, Sunyani, the capital of the Brong-Ahafo region, is emerging as a fertile business center in Ghana attracting establishment of corporate entities and businesses with people from diverse background living and working. The staff population of the two tertiary institutions, like many of such institutions in Ghana, come from different cultural, geographical, social, religious and academic backgrounds with characteristics representative of the larger population of Ghana. They have diverse multi-cultural features, different levels of academic competence and exposures, followed electoral processes and political communication dynamics and watched number of political advertisements including those that featured children.

3.4.2 Sampling

Sampling is the process of selecting a given number or a section to represent the entire population. According to Tagoe (2012), the essence of sampling is to choose a sample from a population of different characteristics and interests to enable generalization of findings of the observable population.

3.4.3 Sampling Technique

Lewis, Thornhill and Saunders, (2007) suggests that a population of about 750 elements taking into account a marginal error of three percent (3%) should have a sample of 440 elements. Given the population of 795 staff of the two study institutions, a sample of 400 elements was chosen. The Stratified sampling was used to proportionate the staff of the two institutions for a sample frame of 400 for this study. The simple random sampling was used to select a sample size of 250 respondents. The proportion of each institution's population was computed to the sample frame of 400 elements. As a result, 301 respondents were drawn from the Sunyani Polytechnic and 99 respondents were selected from the Catholic University College. The formula here was used to arrive at the proportionate elements from the institutions to obtain the sample frame:

$$\frac{\text{Institutional Population}}{\text{Total Population}} \times \text{Sample frame}$$

- i. Sunyani Polytechnic: $\frac{599}{795} \times 400 = 301$ Respondents
- ii. Catholic University College: $\frac{196}{795} \times 400 = 99$ Respondents

3.4.4 Sampling Procedure

Having determined the number of respondents to consider from each institution, the simple random sampling was used to select a sample size of 250 from the sample frame of 400

respondents. A list of all 400 staff of the two schools was obtained from the human resource departments. The list was tirelessly and carefully numbered and written down on sheets of papers. The papers were cut into pieces with each having a number assigned to a name, folded and put in a box. A table of random sampling was used to select 250 individual elements as respondents for this survey. Kumekpor (2002) points out that simple random sampling approach offers each element in a sample an equal opportunity or chance of being included or excluded. Though useful and effective, it was tedious and time-consuming using the random sampling technique (Piesie-Anto, 2012). In all, a total of 224 questionnaire were retrieved yielding a response rate of approximately 89.3 percent.

3.4.5 Data Collection Instruments

This study employed a structured questionnaire to gather primary data from respondents. The survey elicited responses from various respondents. Survey instrument is widely used in social science research to collect relatively large data for the purpose of analyses to ensure reliability and validity of information (Opoku 2012). The secondary data was collected from scholarly materials, newspaper publications, articles, journals and the internet.

3.4.6 Questionnaire for Respondents

A simple, clear and relevant but specific structured questionnaire was prepared in closed and open-ended form in line with the objectives of the study. The questionnaire was sequentially ordered with multiple choices for the closed-ended questions. The questionnaire for the survey was pre-tested with 50 students at the Sunyani Polytechnic (Tuesday, 13th January, 2015). All identified ambiguities, including grammatical errors, illogical sequence of ideas and incoherent

alternatives were duly corrected. The survey was designed to offer convenience and flexibility for respondents.

The questionnaire was sub-divided into five sections. Section 'A' covered opinions of respondents on the use of children in political advertising. Besides, Section 'B' looked at views on influence of advertisements that featured children. Section C examined possible ways in which the electorate were influenced by advertisements that featured children while section D explored views on ethical issues associated with using children in political advertisements. The final Section E centered on demographics of respondents. The questionnaire was used to present the items in the same manner for all respondents and offered uniformity and consistency in responses elicited (Wimmer and Dominic, 2000).

3.4.7 Data Collection Procedure

The researcher engaged two research assistants in the study area. They were trained in the procedures of administering questionnaire to respondents: how to interact with them, seek their consent, and deal with possible challenges. In view of the large number of respondents involved in the two institutions, the questionnaire was self-administered. The researcher, together with the two research assistants, booked appointments and administered the questionnaire to the sampled respondents. The self-administered approach was relevant because the respondents were highly educated and could respond to questionnaire independently for academic research purposes. The survey lasted for one month (January, 15th 2015 – February, 17th 2015). It was effective because it saved time, energy and resources as compared to face-to-face administration of questionnaire.

3.4.8 Data Presentation and Analyses

The primary and secondary data were edited. The survey data was screened and organized with appropriate coding scheme and values assigned to the closed-ended responses. The open-ended responses were grouped, categorized under themes and coded with values. The survey data was entered into the Statistical Package for Social Sciences (SPSS) software which transformed the data into useful summaries for analyses and presentation. The information was presented descriptively in tables.

3.5. Interview

In the chain of social research, interview is central to detail investigation of a social issue in qualitative research activities (Kumekpor, 2002). Interview is an important instrument for the confirmation of data collected from the field through survey and provides additionally useful information survey is unable to capture (Piesie-Anto, 2012). The interview technique was effective in gathering useful information from the few selected key informants for this study.

3.5.1 Sampling

The purposive non-probability method was used to select key informants for the interview. In working with small sample or looking for elements with specific competence, authority and credibility, a purposive sampling offers an opportunity to select a few number to obtain quality but detailed information regarding a phenomenon (Lewis *et al*, 2007). The qualitative method for this study helped to collect rich data from participants (Churchill & Iacobucci 2005). Besides, the use of qualitative method gave the respondents the chance to express their opinions from their own frame of reference (Collis & Hussey 2003).

3.5.2 Selection Procedure

Purposive sampling allows for a researcher's judgement to select elements that will best provide detailed responses to address research questions and objectives set for a study (Neuman *et al*, 2000). The purposive sampling enabled the selection of four key elements: two communication directors: one from the New Patriotic Party (NPP) and the other from the National Democratic Congress (NDC). Besides, two advertising agencies: the operations manager of Advertising Association of Ghana (AAG) and the director of Global Media Alliance (GMA) were selected for this study. These key informants were selected because they possessed good knowledge and understanding of the issue under consideration in this study. The advertising agencies were professionals that created the concepts, developed the design and produced the political advertisements. The two communication directors represented political parties that used children in the political advertising.

3.5.3 Data Collection Instrument

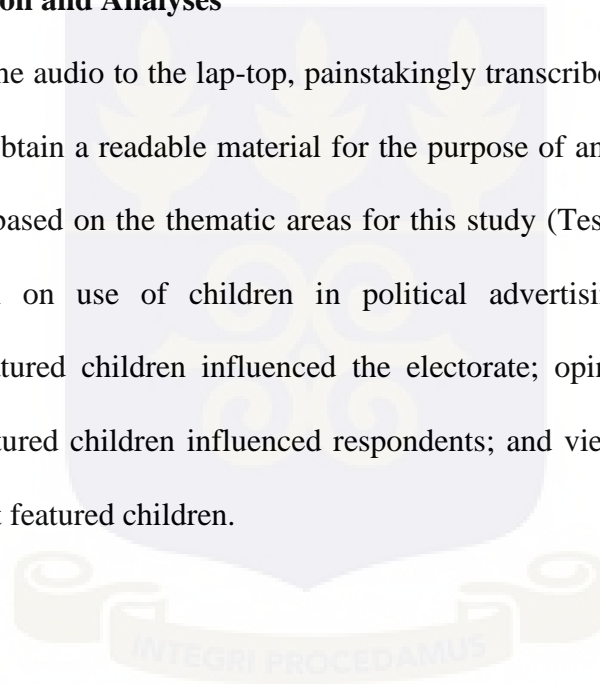
A qualitative structured interview was used in this study. An interview guide was clearly designed and defined to elicit desirable responses. The informants were pre-informed and the interview guide was given ahead of scheduled appointment. The structured interview was used to investigate the problem for this study from a small number of interviewees drawing out circumstances, factors and latent issues (Kumekpor, 2002). The researcher, through interviews, observed other nuances, gestures and demeanour which contributed in the analyses and discussions of the data gathered. Although the design was easy, the matrix of analyzing the data gathered was difficult.

3.5.4 Data Collection Procedure

The structured interview with the purposively sampled key informants were conducted by the researcher. The researcher booked appointments with the key informants for the interviews at their convenience. The interviews were held in the offices of the key informants. Permission for recording of the conversations was sought and granted. The interview guide was used to conduct the face-to-face interviews which produced rich and detailed information for this study.

3.5.5 Data Presentation and Analyses

The researcher loaded the audio to the lap-top, painstakingly transcribed and typed the content of the conversation to obtain a readable material for the purpose of analyses. The content was analyzed descriptively based on the thematic areas for this study (Tesch, 1990). The thematic areas include: opinion on use of children in political advertising; views on whether advertisements that featured children influenced the electorate; opinion on ways in which advertisements that featured children influenced respondents; and views on ethics relating to political advertising that featured children.



CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

The purpose of this study was to solicit public opinion on the use of children in political advertising during the 2012 general presidential elections in Ghana and to determine whether the advertisements had any influence on the electorate. This chapter presents relevant data collected from respondents and key informants through the survey and interview. In all, 224 questionnaires out of 250 were retrieved from the survey respondents. The data gathered from both primary and secondary sources were descriptively presented in tables.

4.1 Demographics of Respondents

The key demographics of respondents including gender, age, educational background, marital, parental and employment status of the two study institutions were captured and analysed.

4.1.1 Gender and Age

The respondents for this study were statistically male dominated. More than four out of every five respondents (83.0%) were males. The females were 17 percent of the total respondents this study covered. In terms of age, majority of the respondents (33.5%) were in the age range of 36-45 years. Besides, 27.2 percent were within 26-35 age bracket while 22.3 percent were in the age range of 18-25 years. There were 17 percent of the respondents in the 46 years and above category.

4.1.2 Education

All the respondents selected in the study institutions have had formal level education with varied certificates. Majority of the respondents constituting 29.9 percent possessed master's level degrees. Besides, 21.4% percent of the respondents had first degrees. Also, 20.1 percent had professional certificates while 17 percent had doctorate degrees.

4.1.3 Marital and Parental Status

Majority of the respondents representing 66.5 percent were married. However, 25.9 percent of the respondents had marital status as 'single' with few others being widows, widowers, or divorcees. Majority of the respondents were parents constituting 86.6 percent. Respondents who were not parents but had wards under their care constituted 13.4 percent.

4.1.4 Employment status

Majority (36.6%) of the respondents were senior staff. Another 25 percent of the respondents were tutors/instructors while 21.4% were senior members (academic).

4.2 Data Findings and Analysis

Data collected from the survey and key informants in the interviews were descriptively and statistically analyzed to show the views of the public on children in political advertising.

4.2.1 Perceptions on the use of Children in Political Advertising in the 2012 General Elections in Ghana

In responding to whether children should be used in political advertising in the 2012 general elections, more than three out of every five respondents (74.1%) stated that children ought not being used in political advertisements. However, 25.9 percent of the respondents supported the use of children in political advertising.

Table 1: Frequency distribution of Responses on using children in Political Advertising

Response	Frequency	Valid Percent
Yes	58	25.9
No	166	74.1
Total	224	100.0

Data gathered from the key informants in the interview expressed divergent views. The communication director of the NPP saw nothing wrong with using children in political advertising. Although the NDC communication director acknowledged that children should not meddle in political activities, he justified that the issues in contention during the general elections were about children and their education. On the other hand, the Operations Manager of the Advertising Association of Ghana (AAG) and the director of the Global Media Alliance (GMA) expressed concerns about the rate at which children, even below 10 years, were being used in political advertising.

4.2.2 Views on Reasons for the use of Children in Political Advertising in Ghana

Assigning reasons for their views, 7.1 percent of the 58 respondents, who supported the idea of using children in political advertising, explained that the main issues for the elections centered on children's education and future development. Another, 6.3 percent of the respondents believed that some issues remained better communicated when children were involved. Also, 5.4 percent explained that children were a part of society and should be involved in political

discourse early enough. Additionally, 4 percent of the respondents stated that there was nothing wrong with using children in political advertisements. Few respondents constituting 3.1 percent held the view that children could influence parents on choice for a candidate and vote on issues concerning them (children).

However, out of the 166 respondents, who objected to the use of children in political advertising, 30.4 percent explained that the children were not mature enough to meddle in politics in Ghana. Besides, 25 percent reported that it exposed children to risks of victimization, attacks and discrimination. Additionally, 13.4 percent held the view that engaging children in political advertising was an abuse of the rights of the children. The views of the respondents support the position of the general advertising codes globally. In the United Kingdom, the Broadcast Committee of Advertising Practice suggests that child actors could feature in advertisements but care ought to be taken to ensure that those advertisements neither mislead nor exploit children's inexperience, credulity or sense of loyalty (BCAP Code, 2010).

The key informants of the Advertising Association of Ghana (AAG) and Global Media Alliance (GMA) revealed that although the advertising codes were silent on children being used in political advertising, politicians should not abuse and exploit children. The operations manager of AAG was not happy with this trend in the Ghanaian politics:

“....Since we are talking specifically about politics and political advertisements, I see it as very distasteful, especially, the ones that I have seen. By the electoral laws of Ghana, until one attains 18 years, that person is not part of the electoral system. So when I see children, some as young as 10, 11, or 12 years old and even below being used by political parties, I find it difficult to understand the basis for that. It is very disingenuous, and to a very large extent, also mischievous. So by and large, children in Ghana are being drawn into the body politics. In view

of the nature of our politics, featuring children in political advertisement is something that should not be encouraged,” (2nd March, 2015).

The director of GMA expressed worry about the way some Ghanaians view politics. He cautioned that politicians should ensure that children were not put in danger of political extremism in the country. According to him, a concept design and its purpose depended on the kind of message politicians wanted to put across to the electorate:

“...You could portray a picture of adult in such political advertising regarding free education or uniform, but the influence or the usefulness of the message will not be significant to the electorate. However, the use of children in the advertisement was meant to make the message on either free education or quality education have effect on audience. In cases where you can avoid usage of children, you can vary the concept. For me it’s neither right nor wrong but it should be done properly not to put the children in danger of political extremism,” (5th March, 2015).

The NPP communication director said that the message for the 2012 general elections by his political party was on free SHS education for children. He indicated that the best people to sell the idea were children who would become eventual beneficiaries of the policy. According to him, the party saw nothing wrong in featuring children in the political advertisements:

“...I have a positive view to encourage the regular use of children in political advertising because children are a part of the growing society and should be involved in the processes of politics and civic responsibilities. Remember that the children are going to be the eventual benefactors of the political initiative on free SHS education. The free SHS education policy was meant for children. So you could observe that if you have children being part of such advertisements, it gives you the sort of appeal,” (10th February, 2015).

The NDC communication director was not comfortable responding to this particular view point. He indicated that from his personal point of view, children should not be used in political activities:

“....Although I was not happy about it, I had to agree with my party position to engage children in the advertisement. This is because looking at the age of the children being used, was far below the 18 years that is recognized. It will interest you to observe that the NDC as a party, we spoke against the use of children in political advertising by the NPP even as far back as the 2000 general elections,” (17th February, 2015).

4.2.3 Views on Justification of the use of Children in Political Advertising by the NPP and NDC

When respondents were asked to express their views on parties’ use of children in advertisements, 33.5 percent of the respondents were of the opinion that it was a way to show concern for children’s education. Another, 28.1 percent stated that it was meant to influence the electorate to like the party. Also, 13.8 percent reported that the advertisements were meant to calm down and ease tension during the election period.

Table 2: *Frequency distribution of Views on Reasons for the use of children in political advertising*

Responses	Frequency	Valid Percent
To serve the interest of the political party	25	11.2
To influence the electorate to like the political party	63	28.1
To create some humour and excitement in the political discourse	28	12.5
To calm and ease the tension during the period	31	13.8
To show concern for children and their education	75	33.5
Any other	2	0.9
Total	224	100.0

The operations manager of AAG believed that the messages of the two political parties (NPP and NDC) influenced the advertising agency to design concept that necessitated the use of children in the strategy:

“....One would say it is part of creativity. People try to be smart and it comes back to the advertiser because in most of the political parties’ advertisements, the concepts do not even come from the politicians. They engage professional advertiser. It is the advertiser who sits back and looks at the situation at every given point in time and creates something which the politicians find them useful to sponsor. In effect, it is not right. Advertiser only finds a creative way of assisting the politician,” (2nd March, 2015).

According to the director of GMA, politicians were smart and aware that children could make emotional appeals that would move some adults to embrace a message and take decisions:

The politicians want to win elections at all cost and anything that can be done or used to achieve that end of influencing the electorate to win their support is welcome. The primary agenda for the politicians to use children in political advertising, as far as advertising is concerned, is the motivation to influence the electorate to like the party or the candidate and vote for the policy that is being marketed (5th March, 2015).

The communication directors of the NPP and the NDC were in agreement with the views of the director of GMA. They disclosed, among other things, that the primary issue for the campaign was on education of children and that children brought to bear some attraction to the issues for the election campaign.

4.2.4 Need for Age Limit in Political Advertising

It was discovered that more than four out of every five respondents (83%) agreed to the need for age limit at which children could be used in political advertising. However, less than one out of every five respondents (15.2%) did not agree.

Table 3: Frequency distribution of Responses to Age Limit

Response	Frequency	Valid Percent
Yes	186	83.0
No	34	15.2
Don't Know	4	1.8
Total	224	100.0

Data collected from the key informants revealed varied positions. The NPP communication director stated that age alone should not be a yardstick in this global world in the determination of who a child was. He noted that the emphasis should be placed on maturity level of the individual:

“...Even if the UN standard becomes the yardstick, you are referring to persons from infancy to 16 years as children; a lot of them are far intelligent than some others we consider as adults by age. There are people as young as 15 and 16 years in tertiary levels of their education. Are they children to undertake university level intellectual discourse in their various disciplines?” (10th February, 2015).

4.2.5 Suggested Age Limit

Respondents expressed their views on the appropriate age limit for children to be used in political advertising. According to table 4, more than three out of every five respondents (73.1%) stated that age 16 years or above. Another, 17.7 percent preferred 14 years or above.

Table 4: Frequency distribution of Views on Suggested Age Limit

Response	Frequency	Valid Percent
6 years	4	2.2
10 years	13	7.0
14 years	33	17.7
16 years or above	136	73.1
Total	186	100.0

Data from key informants interviewed lend support to the views expressed by the 73.1 percent of the respondents who suggested 16 years or above as the preferred age limit. The operations manager of AAG, citing the defilement age of 16 years, explained that it would be prudent for children of such ages to be used in political advertising:

“...I think the primary worry is about those very young ones who are innocent and may not even understand what they are being used for. I may look at age 0-14 or 15 thereabout as too young to be engaged in political advertising. The ages 16 or 17 who are likely to vote in the next elections, for me, may not be that worrying. For instance, the issue of defilement age is 16 years because it is believed that in this modern times, a 16-year old child has the capacity to reason well and make some informed decisions. We still have the obligation to protect children. Hence, children of 16 or 17 can be used in political advertizing,” (2nd March, 2015).

The communication director of the NPP was of the view that the use of children in political advertisement did not infringe on any ethical values that warranted a regulatory measure:

“...I believe that some regulatory measures would be necessary to modulate children’s engagement in the general political activities but I don’t see any ethical or legal problems using children to communicate political message if the agenda is meant for a positive outcome which, especially, bothers on children,” (10th February, 2015).

The NDC communication director noted:

“...I do agree to any regulatory measures that will enable politicians to engage qualified children to be used in political advertisements. I think it will go a long way to manage the situation to prevent wanton use and possible manipulation in view of the vulnerability of children. For my personal view, a child of 15 years and above in our modern day world should be allowed to participate in political advertising and other activities,” (17th February, 2015).

4.2.6 Views on Preference for Political Advertisement that featured Children

It is evident from table 5 that majority (71.4%) of the respondents did not like political advertisements that featured children in the 2012 general elections. However, 28.6 percent of the respondents liked it.

Table 5: Frequency distribution of Views on Preference for Advertisement that featured Children

Response	Frequency	Valid Percent
Yes	64	28.6
No	160	71.4
Total	224	100.0

The respondents gave varied reasons for their views. Out of the 64 respondents who liked the advertisements that featured children, 11.6 percent explained that the advertisements primarily centered on issues regarding children’s education. Besides, 7.1 percent held the view that the advertisements gave the children exposure and experience in the media. Additional, 5.4 percent

explained that children made the advertisements appealing, exciting and influential. Also 3.6 percent indicated that the use of children in the advertisements simplified the message better to their understanding. However, 37.9 percent of the 160 respondents, who did not like the advertisements, explained that politicians manipulated the children to utter things that they (children) were not familiar with. Another, 18.8 percent held the opinion that politicians only meant to propagandize children in supporting a political view. Also, 12.1 percent of the respondents stated that the children in the advertisements were boring and annoying.

4.2.7 Views on Effectiveness of Children in Political Advertising

More than three out of every five respondents (75.9%) claimed that using children in political advertising had no effect on their voting behaviours. However, 23.7 percent of the respondents admitted that the advertisements had effect on their voting decisions.

Table 6: Frequency distribution of Views on Effectiveness of Children in Political Advertising

Response	Frequency	Valid Percent
Yes	53	23.7
No	170	75.9
Don't Know	1	0.4
Total	224	100.0

Asked to offer reasons for their views on whether it was effective or otherwise, 15.2 percent out of the 53 respondents, who held the view that children made such advertising effective, said that the engagement of children made the messages simple, clearer and understandable to them. Another 4.5 percent explained that the children evoked in them emotional feelings and attachment to the messages. In contrast, 30.5 percent of the respondents held the view that children used in the political advertisements did not make it effective and ruled out any influence on political choices adults made. Another, 26 percent were of the view that it was a waste of time

and energy for politicians to have used the children in the advertisements. Again, 15.7 percent stated that children were only in the advertisements to entertain the audience.

4.2.8 Consideration for Prohibitions

More than three out of every five respondents (75.9%) affirmed the need for some measures (regulations) to control and manage the trend of using children in political advertisements. However, 23.2 percent of the respondents were not in favour of any regulations or measures to deal with the use of children in political advertising.

Table 7: Frequency distribution of Views on Prohibition of Children in Political Advertising

Response	Frequency	Valid Percent
Yes	170	75.9
No	52	23.2
Don't Know	2	0.9
Total	224	100.0

When asked to suggest some measures, 37.6 percent of the 170 respondents, who supported the need for regulations, indicated that the state should prosecute parents who allow their children or wards to be used in political advertisements. Also, 32.9 percent said that the state should slap a fine on any political party or candidate that would engage children in political advertisements. Another, 29.4 percent of the respondents proposed that politicians should not use children under 16 years in any political advertising activities.

Data from the key informants interviewed supported the views of the majority (75.9%) of the respondents on the need for regulatory instrument to control and manage the use of children in political advertisements. The NPP communication director noted:

“... I think that if the agenda is meant for a positive outcome, and is seen by majority of the Ghanaian populace as positive, we should not have a problem

using children. We should encourage it for positive ends but not for negative motives. Maybe we can have a control measure that stipulates that children under 12 or 13 years should not be engaged in political advertising and so forth. We shall surely respect a regulatory instrument like that but until then, we see nothing wrong with using children in political advertising,” (10th February, 2015).

4.3 Children in political advertising: Influence on the Electorate

One of the objectives of this study sought to find out whether the advertisement that featured children had any influence on the electorate during the 2012 general elections. The data gathered from both respondents and key informants were considered.

4.3.1 Views on Influence of Children in Political Advertising on the Electorate

More than three out of every five respondents (74.6%) stated that the advertisements did not have any influence on voting attitudes and behaviours of the electorate as compared to 24.1 percent who held the view that the advertisements had some influence on the electorate.

Table 8: Frequency distribution of the views on Influence of Children in Political Advertising on the electorate

Response	Frequency	Valid Percent
Yes	54	24.1
No	167	74.6
Don't Know	3	1.3
Total	224	100.0

Data gathered from some key informants supported the views of the 24.1 percent of the respondents that children wield some influence over adults. The operations manager of AAG stated that politicians were smart knowing that children could influence adults in some situations:

“...For instance, an advertisement that shows poor parents who are unable to pay children’s fees nor purchase school materials; a child who has dropped out of school due to lack of money to pay fees and buy books; and a boy whose parents’ inability to pay his fees ended up at the beach fishing. As parents in similar situations, who watch this story being told in the

advertisements by the children themselves, you would be emotionally touched. Consequently, such a parent having the interest of the child at heart, and who doesn't want his or her child to suffer similar setback will be influenced to vote for free education. So we can't rule out this influence of children and that is why political parties try to use children in some ways to emotionally market their policies to influence adults in their electoral behaviours and attitudes," (2nd March, 2015).

In the view of the NPP's communication director, the use of children in political advertisements had some appreciable level of influence on the electorate regarding the free SHS education:

"...Children have some influence on parents in terms of decision making on issues that affect them (children) directly. This influence is evident in product advertisements where children pressure their parents to buy for them certain food items or toys advertised on television. I believe that, if free SHS education message was to be put on any measuring scale, in terms of influence, the advertisements convinced a lot of parents or families to support the NPP," (17th February, 2015).

The NDC communication director also stated that children in political advertisements had some influence on the electorate. He noted that the counter advertisements that featured children on quality education had some influence on the electorate:

"...The message of my party to the electorate was on quality education. Is there any parent who doesn't want quality education for the child to become somebody in the future? Ahaa, the message itself has influence when it gets to you. We engaged children in the advertisements to appeal to the interest, hopes and feelings of parents and elderly to consider making right decisions to ensure that children get quality education for a brighter future," (17th February, 2015).

4.3.2 Influence of Children in Political Advertisement on Respondents

In response to whether advertisements that featured children had any influence on them, 24.1 percent of the respondents stated that the advertisements influenced their voting decisions. In contrast, more than three out of every five respondents (75.9%) said the advertisements did not have any influence on their voting choices.

Table 9: Views on Influence of Children in Political Advertisements on Respondents

Response	Frequency	Valid Percent
Yes	54	24.1
No	170	75.9
Total	224	100.0

Giving reasons why they were not influenced, 45.3 percent of the respondents stated that they belonged to one political party or the other with a candidate to vote for. Reasons offered by 22.4 percent of the 170 respondents was that no amount of message from such advertisements could change their minds or voting attitudes. Besides, 21.2 percent indicated that the children were only exploited in those advertisements.

4.3.3 Views on Benefit to the use of Children in Political Advertising

More than three out of every five respondents (70.5%) did not see any benefit to the use of children in political advertising. In contrast, 28.6 percent of the respondents indicated that it was beneficial to use children in political advertising.

Table 10: Frequency distribution of Views on Benefit to the use of Children in Political Advertising

Response	Frequency	Valid Percent
Yes	64	28.6
No	158	70.5
Don't Know	2	0.9
Total	224	100.0

4.3.4 Views on Benefit Children Gain in Political Advertising

More than two out of every five respondents (55.4%) stated that the children featured in political advertisements benefited because they got the opportunity to enhance their ability to speak and perform in public with confidence. Besides, 22.8 percent were of the view that it created avenue for the children to discover their talents. Another 12.5 percent said it was meant to encourage other children to emulate their peers.

Table 11: Frequency distribution of Views on Benefit Children Gain in Political Advertising

Response	Frequency	Valid Percent
Creates opportunity for children to discover and develop talent in the media	51	22.8
Encourages children to imitate role models in the media	18	8.0
Makes children to feel special among their peers	3	1.3
Enhances ability of children to speak and perform in public with confidence	124	55.4
Motivates other children to emulate their peers	28	12.5
Other	0	0.0
Total	224	100.0

Data gathered from the key informants supported the views of the respondents on the benefits children in the advertisements gained. The operations manager of AAG remarked:

“...I think that it offers the children the chance to speak and perform in public with confidence as they get the exposure. The children may feel motivated to become future celebrities and media practitioners as they get acquainted with media personalities,” (2nd March, 2015).

The GMA director also indicated:

“...When people see that child, they point at and the child feels great among the peers. Let me give you an example of a case in point here. I hope you remember the little girl who asked a question during the IEA presidential debate. Well, all of a sudden, that kid has become a star (a celebrity status) is being conferred on her by the public and is being invited to programmes to share her thoughts,” (5th March, 2015).

In the opinion of the NPP communication director, the benefit that the children gained when they were featured in the political advertising activity was rewarding:

“...When we engage children in our political advertising strategy, it is not only the party that benefit but the children who are featured in also benefit in some ways. The exposure alone in the media is enough for the child. The children in the advertisement serve as inspiration for peers who watch them and aspire to have such opportunities,” (10th February, 2015).

The NDC communication director also expressed his views:

“....In the process of shooting and acting, the child comes into contact with media practitioners, directors and managers who are able to guide the child to discover some hidden talents. Besides

the financial and material benefits, such children are seen by their peers as special in schools and the vicinities. This boosts the confidence of the children being used in the advertisements,” (17th February, 2015).

4.4 Manner in which Children in Political Advertising Influence

One of the objectives of this study was to find out ways in which advertisements that featured children influence the electorate. Respondents expressed varied opinions on different ways in which children in political advertising influenced them. In all, 10.7 percent of the respondents stated that the advertisements aroused interest in them for the candidate. Also, 12.5 percent were of the view that the children made them develop emotional attachment for the candidate. Additional, 8 percent of the respondents said that the advertisements evoked in them a feeling of endorsement for a candidate. However, majority of the respondents representing 68.8 percent indicated that the advertisements could not make them feel anything for the candidate.

Table 12: Frequency distribution of ways in which Children in Advertisement Influence The electorate

Response	Frequency	Valid Percent
Aroused interest for the candidate	24	10.7
Evoked endorsement for the candidate	18	8.0
Created emotional attachment for the candidate	28	12.5
None of the above	154	68.8
Total	224	100.0

The views of the key informants were similar to the opinions expressed by the respondents. The director of GMA acknowledged that children wield some level of influence on their parents or the elderly. He referred to the NDC advertisement where children were singing and dancing to the song, “idey bii keke” (literally meaning “it is good”):

“...The influence is subtle but strong because children appeal emotionally to our conscience. In the midst of challenges at the time, adults were often touched when they saw children lamenting about their education and the

future. You would want to change things to help them grow and develop better. The political parties get their messages on spot but just that they overdo and overstretch it to the dislike of the public,” (5th March, 2015).

4.4.1 Responses on the Electorate Perception of Candidates

Responding to how children in the political advertising concept made them perceive of the presidential candidates, 62.9 percent of the respondents explained that the advertisements did not make them have any perceived thoughts of any of the candidates. In contrast, 10.7 percent said the advertisements caused them to perceive a candidate as a committed leader ready to help. Another, 8.9 percent perceived of a candidate as kind and loving leader. Also 7.1 percent perceived a candidate as one who cares for the educational needs of children.

Table 13: *Frequency distribution on Perception of Respondents about Presidential Candidate from the Advertisements*

Response	Frequency	Valid Percent
Cares for the educational needs of children	16	7.1
Will be serious leader to solve our problems	13	5.8
Kind and loving leader	20	8.9
Understands the challenges facing Ghanaians	10	4.5
Committed leader ready to help	24	10.7
Did not have any feeling for the candidate	141	62.9
Total	224	100.0

4.5 Views on Ethical Issues associated with Children in Political Advertising

This study was set out to explore some ethical issues associated with using children in political advertising. It delved into ethical issues relating to risks and dangers associated with the practice.

4.5.1 Permission to Allow a Child in Political Advertising

Majority of the respondents, 72.3 percent, stated that their children would not be featured in any political advertising activities. On the other hand, 27.7 percent responded in the affirmative.

Table 14: Frequency distribution of Views on Allowing Children in Political Advertising

Response	Frequency	Valid Percent
Yes	62	27.7
No	162	72.3
Total	224	100.0

Respondents, who were willing to permit their children or wards in political advertising concepts, were asked to give reasons. Out of the 62 respondents, 9.4 percent said they would be excited to see their children on television. Besides, 7.1 percent of the respondents explained that they would allow their children in order to become celebrities in future. Also, 6.7 percent pointed to the market value for their candidate as the reason. In contrast, majority of the respondents (162), representing 72.3 percent, would not allow their children to be engaged in political advertisements:

- i. 24.1 percent explained that it would expose the child to risks and dangers from opposing party activists
- ii. 17 percent indicated that a child would be exposed to victimization, discrimination and isolation even at school
- iii. 14.3 percent explained that time spent on rehearsals and shooting sessions would affect the child’s schooling and education.

Data gathered in the key informants’ interviews revealed divergent views on the issue. The operations manager of AAG stated that using children in advertisements was contrary to the AAG Code:

“....Neither I nor the AAG as a body will advocate the use of children in political advertising. Children, by the advertising ethics, are immature, innocent and vulnerable to be engaged in activities meant for grown-ups and adults. Engaging children in political activities will be detrimental to their growth and development,” (Mon., 2nd March, 2015).

The director of GMA recounted his experience with a concept he developed for a political party in the past:

“...The conversation was not done by the kid but the grandma who was doing the talking while the child listens to her story of how things have turned in recent times. The grandma, in the advertisement, identified the pressing issues at hand at the time and how they could be change should a new party in contention is given the mandate to govern. Today, if a political party comes to me to create a similar concept, I will not do it. Even if I have to, I would go for someone of age 16 years or above together with a grandma. As an advertiser, we make mistakes by using innocent children in creation of concepts for politicians all in the name of making money and regret later, sometimes” (5th March, 2015)..

The NDC communication director disclosed:

“...To some extent, yes, I will advocate the use of children in political advertising, especially, when the issues directly concern and affect children in society which need to be addressed. This is because there are some issues children are best communicators,” (17th February, 2015).

The NPP communicator could not understand the criticisms on using children in political advertising:

“...Oh yes! Personally, I find it strange when people criticize the use of children in political activities, especially, where the issues directly affect children and concern them. It’s about time we did away with the Ghanaian thinking. Even if the UN standard becomes the yardstick, you are referring to persons from infancy to 16 years as children; a lot of them are far intelligent than some others we consider as adults by age. There are people as young as 15 and 16 years in tertiary levels of their education. Are they children to undertake university level intellectual discourse in their various disciplines,” (10th February, 2015).

4.5.2 Views on whether the use of Children in Political Advertising constitute Abuse of Children's Rights

More than three out of every five respondents (74.1%) were of the view that using children in political advertising constituted an abuse of the rights of children. However, 25 percent of the respondents disagreed.

Table 15: Frequency distribution of Views on Abuse of Children's Rights in Political Advertising.

Response	Frequency	Valid Percent
Yes	166	74.1
No	56	25.0
Don't Know	2	0.9
Total	224	100.0

The communication director of the NPP did not acknowledge it as an abuse of the rights of children since the issues were related to the education of children. The other key informants considered the use of children as a form of abuse of the innocence of children as advertising codes suggest. The director of GMA, on his part, explained that the Ghanaian society was too polarized such that issues were addressed on partisan lines:

However, when it gets to politics, it becomes a different ball game altogether. Politics in Ghana is becoming so dirty and dangerous even for adults because everything you do or say is linked to politics with its associated stereotype and attacks. It becomes very difficult for the advertising agency to determine whether a right decision is made or not due to financial reasons and pressure from political parties (5th March, 2015).

4.5.3 Risks associated with children's engagement in political advertising

The majority (79.5%) of the respondents affirmatively indicated that it was risky for children to be used in political advertisements. However, 18.8 percent of the respondents did not see any risks associated with children's involvement in political advertising.

Table 16: Frequency distribution of Views on Risks of featuring Children in Political Advertising

Response	Frequency	Valid Percent
Yes	178	79.5
No	42	18.8
Don't Know	4	1.8
Total	224	100.0

Asked to give examples of such risks, 23.6 percent among the respondents, who perceived some risks, stated possible discrimination and rejections from opposing activists. Another, 17.4 percent indicated premature and instant celebrity syndrome. A further 13.5 percent stated abandonment of education. Another 10.7 percent of the respondents stated the risks of non-conformity to social norms and values while 4.5 percent identified pride and arrogance.

Data from the key informants in the interview supported the views of the respondents on possible risks associated with using children in political advertising. The operations manager of AAG stated:

“...In view of our kind of politics, the practice exposes the child to public hatred by the activists of the opposing party. In their schools and communities, persons will be looking at the child with hatred, discrimination and rejection. Again, in Ghana now, when tagged NPP or NDC, you are in trouble. No matter what you say or explain, you are judged by your NPP or NDC tag and that is a great concern. This can even affect the child when he/she grows up in getting admission to school, going into relationship, fellowship and looking for employment opportunities. It eventually have the potential to jeopardize the child’s future,” (2nd March, 2015).

The director of GMA remarked:

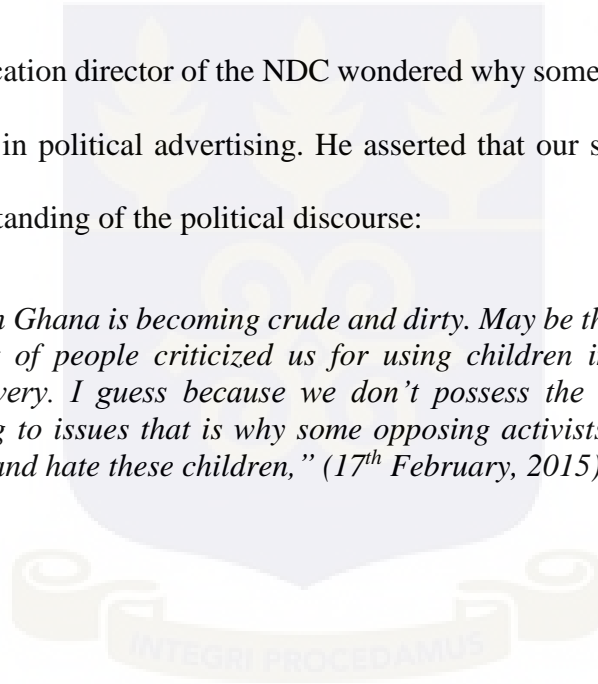
“...Sometimes, it can even affect the child’s future employment, marriage, friendship and other socialization activities. I know a guy who used to feature in advertisements from the ruling party but has a lot of close friends in the NPP who heckle, tease and call him names now, especially, when the lights go off. This kind of politics is not good for children to be used in political advertisements,” (5th March, 2015).

The communication director of the NPP was of the view that society should not always look at the minor excesses of an event or concept and brandish it as unacceptable. The positive ends of using children in political advertising far outweighed the ills associated with it:

“...Despite its attendant issues of attacks, verbal exchanges and vitriolic comments, the fact remains the children ought to be involved in issues that bother on their growth, development and future aspirations. Like in every human activities, there may be some negatives and positives. Let us all look more at the positive aspect and the benefit children gain when they (children) are featured in such political advertisements,”(10th February, 2015).

However, the communication director of the NDC wondered why some political activists would confront someone used in political advertising. He asserted that our society ought to develop appreciation and understanding of the political discourse:

“...Politics in Ghana is becoming crude and dirty. May be that could be the reasons a lot of people criticized us for using children in our political message delivery. I guess because we don't possess the same levels of understanding to issues that is why some opposing activists would attack, discriminate and hate these children,” (17th February, 2015).



CHAPTER FIVE

DISCUSSIONS, RECOMMENDATION AND CONCLUSION

5.0 Introduction

This chapter discusses findings raised in the data analysis. It presents also the limitations, recommendation and conclusion of this study. The first objective of this study was to find out public views on whether children should be used in political advertising during elections in Ghana. The second objective of this study sought to find out whether the advertisements that featured children had any influence on the electorate during the 2012 general elections. The third objective was to find out how the electorate were influenced by the advertisements that featured children. The final objective of this study was to explore the possible ethical issues associated with using children in political advertising in the Ghanaian society.

In this study, varied opinions were found from respondents in the survey and the key informants in the interview. Data presented in this study showed that the major issue for the 2012 general elections was focused on free SHS and quality education. Whereas the NPP was sending the message of free SHS education to the electorate, the NDC was also marketing the policy of quality, accessible and affordable education. In every political elections, according to Gaber (2007), politicians recognize and identify interest areas, needs and aspirations of the society by choosing appropriate tools, marketing strategies, channels, messages and images to satisfy those needs. The NPP identified the interest and needs of the people at the time and fashioned relevant communication strategy to market the free SHS message that generated the numerous debates and discussions in the media.

5.1 Summary of Findings

The findings from the data analyses are presented here under the thematic areas based on the research questions and objectives that occasioned this study.

5.2 Public Views on the use of Children in Political Advertising

One major objective of this study was to find out public views on whether children should be used in political advertising during elections in Ghana. The data analyzed revealed that majority (71.4%) of the respondents and key informants expressed strong reservations about the use of children in the political advertisements during the 2012 general elections. The views of respondents and key informants suggested that children should not be used in political advertising because they were not mature to have independent minds to take decisions. Besides, respondents held the perception that it was an abuse of the rights of the vulnerable children. Globally, advertising codes and practices frown on the use of children in political advertising as disingenuous to the credulity and sense of loyalty of children (BCAP, 2010; CAP, 2010; Malaysian Advertising Code, 2008; AAG Code, 2005).

On the contrary, findings of this study indicate that the communication directors of the NPP and the NDC shared the views of 25.9 percent of the respondents that children were a part of society and should be involved in political discourse. Although Carlsson (2006) postulates that children should participate and be heard in the media as future potential users to ensure active participation in time, the author did not advocate for political participation of children in the media. In an article, '*Should Children ever be used to promote political agenda,*' (17/01/2015), Josh Feldman notes that children were perfectly capable of developing their own opinions and could speak their minds independently of parents and authority figures. Bringing children into a

political debate was warranted at times. When you talk about education policy, for example, you needed to include young children in the conversation, since they were the ones to benefit under whatever reforms that get implemented (www.mediaite.com).

5.3 Children in Political Advertising and Influence on the Electorate

One of the objectives for this study was to determine whether the advertisements had any influence on the electorate. The primary concern of any persuasive message was to generate positive and negative responses from recipients (Olson & Zanna, 1993). This study found that over 74 percent of respondents were of the view that the advertisements that featured children during the 2012 general elections did not have any influence on them in their attitudes and electoral behaviours. The respondents admitted that although children wield some influence over parents, featuring them in political advertisements did not yield any influence on them.

The respondents explained that they already knew what issues and images they were to consider and vote for, and that they did not rely on advertisements that featured children. The views of the respondents support the concept of Elaboration Likelihood Model of Petty and Cacioppo (1986). According to the model, individuals have a mesh of mental filter that allows messages or items regarded as insignificant to pass through without being processed. When the intended message is in consonance with an already conceived view under high motivation with the ability to engage in issue-relevant thinking, the individual is likely to be persuaded (Cacioppo, 1981; 1986). Besides, the power to change the minds of supporters of a political party or candidate is limited in political advertising (Harris, 1999; Kaid & Holtz-Bacha, 2006).

The findings of this study also indicated that 24.1 percent of the respondents stated that political advertisements that featured children had some influence on them. This could also be accounted for in the elaboration likelihood model. The model holds that if an advocated position is towards a receiver, who is already inclined to the message, the receiver would favourably be influenced by the message. This often occurs in the peripheral cues such as the expertise point of view or attractiveness of the communicator or celebrity's endorsement under conditions of low involvement (Chaiken, 1980; Petty, Cacioppo, & Goldman, 1981).

5.4 Ways children in political advertising appeal to the Electorate

One of the reasons for undertaking this study was to identify ways in which the electorate were influenced by children in political advertising. This study found from the views of respondents that advertisements that featured children influenced some respondents through arousal of interest, emotional attachment and sense of endorsement for a presidential candidate. These views of respondents in this study seems to connect with Dermody and Scullion (2004) that humorous political advertisements have potential for psychic release and arousal of interest with mental activity to create affection in the electorate. Rozendaal *et al*, (2011) support this emotional appeal and attachment suggesting that such persuasive tactics include humour or peer popularity, or celebrity endorsement to promote a product or an idea.

5.6 Ethical Issues Associated with the Use of Children in Political Advertising

The last objective of this research was to find out the views of respondents on ethical issues associated with using children in political advertising in the 2012 general elections in Ghana. This study discovered that 74.1 percent of the respondents admitted that there were ethical issues regarding abuse of children's rights. According the respondents, children were exposed to risks

of attacks, discrimination, and rejection from the opposing activists. The respondents and key informants were of the view that children should not be involved in political advertising activities. This study found out that children could be affected negatively in their socialization processes when engaged in political advertisement. In the view of the respondents, children were likely to encounter premature and instant celebrity syndrome, develop non-conforming attitudes to social norms and values, as well as the risks of victimization even among peers at school.

The UN Convention (CRC, Article 13) guarantees a universal freedom of expression and rights of children to access media information and exchange ideas regardless of the limits. The respondents in this study advocated for politicians to refrain from using children in political and electoral activities. Respondents considered the use of children in political advertisements as negative and inimical to the growth and development of a child in society. The advertising codes caution the use of children in advertisements. For instance, the current AAG code of ethics chapter 7(2) appeals to sponsors and advertising agencies that no product or service may be advertised; and no method of advertising may be used, in association with a programme intended for children which might result in harm to them physically, mentally or morally; and no method of advertising may be employed which takes advantage of the natural innocence and sense of loyalty of children.

5.7 Limitations of the Study

The study was limited in scope to focus on children in political advertising. There was difficulty in accessing relevant and related literature focused on children being used in political campaign advertising. Another constraint was the limited time available for this study given the circumstance at hand. There was also difficulty in administering and retrieving questionnaires.

The study population was full of academicians and getting them to complete the questionnaire and to collect them back was a challenge. It took the researcher a period of time to retrieve 89.3 percent representing 224 out of the 250 questionnaires administered for this study.

Again, booking interview appointments was another challenge encountered due to the limited time for this research. Appointments were rescheduled a number of times at the convenience of the key informants. It took a lot of time and energy to transcribe, type and group the interview details according to the thematic areas for this study.

Finally, the study sample was limited in scope and number to warrant any complete generalization of the findings in this study.

5.8 Recommendation

This study recommends that state institutions, corporate bodies and individuals with expertise should come together to fashion out appropriate policy and regulatory instruments to protect vulnerable groups in society including children from undue exploitation.

The legislature and the judiciary should endeavour to interpret the Article 42 of the 1992 Constitution explicitly to insulate children from political and electoral engagements.

The Code of ethics for the Advertising Association of Ghana (AAG) should address the engagement of children in political advertisements including modalities in its amendment process to discourage exploitation of children for political gains.

5.9 Conclusion

The United Nation's Convention on the Rights of the Child (CRC) Article 17(e) calls for appropriate guidelines for the protection of the child from information and material injurious to his or her well-being. The respondents and key informants expressed strong reservations in their views on the use of children in political advertisements during the 2012 general elections and called for affirmative action to control if not abolished.

In the opinion of the respondents and key informants, although children wield some influence, the advertisements that featured children during the 2012 general elections did not have any significant influence in their attitudes and electoral behaviours. This study found that advertisements that featured children aroused respondents' interest, induced emotional attachment and created sense of endorsement in them for a presidential candidate.

This study discovered from the respondents that the use of children in political advertising was an abuse of the rights of children. Respondents held the view that using children in political advertisements posed risks of attacks, discrimination, and rejection from opposing activists against the children. This study found that children were likely to encounter premature and instant celebrity syndrome, develop non-conforming attitudes to social norms and values, and stand the risks of being victimized in society.

REFERENCE

- Abdulai, David. "Africa and Human Rights in the 1990's", Vol. 39, No. 4. (October, 1992): <http://www.jstor.org/stable/4186868> pp. 66-71 Published by: Indiana University Press.
- Ackerman, P. L. (1996). A theory of adult intellectual development: Process, personality, interests, and knowledge. *Intelligence*, 22(2), 227-257.
- Advertising Association of Ghana (2014) Gong Gong Awards, 8th Edition
- Advertising Association of Ghana (AAG): Code of Ethics and Practice
- Afolabi, M. (1992). The Review of Related Literature in Research. *International journal of information and library research*, 4(1), 59-66.
- Afriyie-Badu, K., & Larview, J. (1997). *Elections 1996 in Ghana. Part 2*, 65-70. Gold-Type Ltd, Accra.
- Agyemang-Duah, B. (2000). Elections in Emerging Democracies: Ghana, Liberia and Nigeria. In *Critical Perspectives No. 4, Center for Democracy and Development, Ghana*. CDD-Ghana.
- Alford, J. R., Funk, C. L., & Hibbing, J. R. (2005). Are political orientations genetically transmitted? *American political science review*, 99(02), 153-167.
- Amoako, G.K. (2012). Ethics in advertising: Challenges in Ghana
- Angst, C. M., & Agarwal, R. (2009). Adoption of electronic health records in the presence of privacy concerns: the elaboration likelihood model and individual persuasion. *MIS quarterly*, 33(2), 339-370.
- Ansolabehere, S., & Iyengar S., (1995). *Going Negative: How Attack Ads Shrink and Polarize the electorate*. New York: Free Press.
- Ansolabehere, S., & Iyengar, S., (1997). Riding the Wave and Claiming Ownership over Issues: The joint effects of advertising and news coverage in campaigns. *Public Opinion Quarterly*, 58,335-357.
- Ansolabehere, S., Iyengar, S., & Simon, A., (1999). Replicating Experiments Using Aggregate and Survey Data: The Case of Negative Advertising and Turnout. Manuscript under review.
- Arens, W. F. (2001). *Contemporary Advertising*. 8th edition, Irwin/McGraw Hill.
- Arens, W.F., & Bovée, C. L., (1994). *Contemporary Advertising* (5th Ed.) Irwin Inc., U.S.A.
- Arens, W.F., (2006). *Contemporary Advertising*. 10th Ed., Boston: McGraw-Hill

- Atiemo, A. D. (2004). *Basic Facts about Government for West African Senior Secondary Schools*. Kumasi: Top Printing Press.
- Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005). The influence of advertising on consumer brand preference. *Journal of Social Science*, 10(1), 9-16.
- Babbie, E. (2013). *The Practice of Social Research*. 13th (Ed.). Wadsworth Publishing Company. Belmont, USA.
- Bakir, A., & Vitell, S. J. (2010). The ethics of food advertising targeted toward children: Parental viewpoint. *Journal of Business Ethics*, 91(2), 299-311.
- Bandura, A. (1989). Human Agency in Social Cognitive Theory. *American Psychologist*, 44, 1175-84.
- Banks, S., & Hart, E. W. (1977). Advertising and promotional methods. *Selected Aspects of Consumer Behavior: A Summary from the Perspective of Different Disciplines: Prepared for National Science Foundation, Directorate for Research Applications, RANN--Research Applied to National Needs*, 381.
- Barlovic, I. (2006). Obesity, advertising to kids, and social marketing. *Young Consumers*, 7(4), 26-34.
- Bartels, L. M. (2000). Partisanship and voting behavior, 1952-1996. *American Journal of Political Science*, 35-50.
- Beaumont, E., Colby, A., Ehrlich, T., & Torney-Purta, J. (2006). Promoting political competence and engagement in college students: An empirical study. *Journal of Political Science Education*, 2(3), 249-270.
- Belch, G. E., Belch, M. A., & Villarreal, A. (1987). Effects of advertising communications: Review of research. *Research in marketing*.
- Bitner, M. J., & Obermiller, C. (1985). The elaboration likelihood model: Limitations and extensions in marketing. *Advances in consumer research*, 12(1), 420-425.
- Black, J., & Bryant, J., (1992). *Introduction to Mass Communication*. 3rd (Ed.). Wm.C. Brown Publishers, USA.
- Bloch-Elkon, Y. (2007). Studying the Media, Public Opinion, and Foreign Policy in International Crises: The United States and the Bosnian Crisis, 1992-1995. *The Harvard International Journal of Press/Politics* 12(4):20-51.
- Boadu-Ayebofo, Y., (2001). The Role of the Media in Elections. *In Elections 2000*, 63-75 Gold-Type Ltd, Accra.

- Boateng, A.K., (1993). *The Impact of the Coverage of Political Campaign by Ghanaian Newspapers on the Voting Behaviour on University of Ghana Students during the 1992 Presidential Elections*. An Unpublished Graduate Diploma Project, School of Communication Studies, University of Ghana, Legon.
- Brader, T., (2005). Striking a Responsive Chord: How Political Ads Motivate and Persuade Voters by Appealing to Emotions. *American Journal of Political Science*.
- Brader, T., (2006). *Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work*. Chicago: University of Chicago Press.
- Browne, M.N. (2009). Advertising to Children and the Commercial Speech Doctrine: Political and Constitutional Limitations
- Bruce, C. S. (1994). Research student's early experiences of the dissertation literature review. *Studies in Higher Education*, 19(2), 217-229.
- Burgoon, M., & Miller, M. D., (1990). Overcoming Resistance to Persuasion via Contiguous Reinforcement and Repetition of Message. *Psychological Reports*, 66, 1011_1022.
- Carlsson, U. (2006). Introduction. Media governance. Harm and offence in media content. *Carlsson, Ulla (ed.): Regulation, Awareness, Empowerment. Young People and Harmful Media Content in the Digital Age*.
- Cho, J., Shah, D. V., McLeod, J. M., McLeod, D. M., Scholl, R. M., & Gotlieb, M. R. (2009). Campaigns, Reflection, and Deliberation: Advancing an O-S-R-O-R Model of Communication Effects. *Communication Theory*, 19(1), 66-88.
- Christiano, T., (2010). "Democratic Legitimacy and International Institutions." In *Global Democracy*, edited by Daniele Archibugi, Mathias Koenig-Archibugi and Raffaele Marchetti. Cambridge: Cambridge University Press.
- Churchill Jr, G. A. (2005). Iacobucci, Dawn (2005): Marketing Research. *Methodological Foundations*, 9.
- Cincotta, H., (2007): *Democracy in Brief* (Washington: U.S. Department of State, Bureau of International Information Programs.
- Collett, P. (2000). Youth: how do they view your commercials? *Transcript Proceedings of the 5th ARF Youth Research Workshop, New York, Advertising Research Foundation*, 305 - 314.
- Collis, J. H., & Hussey, R. R. (2003). Business Research-A practical guide for undergraduate and postgraduate students. *Hampshire: Palgrave Macmillan*.
- Constitution of the Republic of Ghana, 1992. Government Printer, Assembly Press, Accra.

- Crawford, G. (2005). The European Union and democracy promotion in Africa: the case of Ghana. *The European Journal of Development Research*, 17(4), 571-600.
- Delli Carpini, M., & Keeter, S. (1997). *What Americans know about Politics and Why it Matters*. New Haven: Yale University Press.
- Dermody, J., & Scullion, R. (2003). Facing the future: Young people's awareness of the 2001 British general election advertising campaigns. *Journal of Public Affairs*, 3(2), 152-165
- Dermody, J., Hanmer-Lloyd, S., & Scullion, R. (2010). Young people and voting behaviour: alienated youth and (or) an interested and critical citizenry? *European Journal of Marketing*, 44(3/4), 421-435.
- Dunn, S.W., & Barban, A.M., (1974). *Advertising: It's Role in Modern Marketing*. (3rd Ed.). The Dryden Press, Hinsale, Illinois.
- Eveland Jr, W. P., Hayes, A. F., Shah, D. V., & Kwak, N. (2005). Understanding the relationship between communication and political knowledge: A model comparison approach using panel data. *Political Communication*, 22(4), 423-446.
- Fam, K.S. & Waller, D.S (2006). Identifying Likable Attributes: A Qualitative Study of TV Advertisements in Asia. *Qualitative Market Research: An International Journal*, 9(1), 38-50.
- Fill, C. (2002). *Marketing Communications, Contents, Strategies, and Applications*. 3rd edition Pearson Education Ltd.
- Føllesdal, A., (2012). *Cosmopolitan democracy: Neither a category mistake nor a Categorical Imperative*. Cambridge, Cambridge University Press.
- Fosu, I. (2008). Advertising Creative Strategy Development in Ghana, Simon Sigue (ed) *Global and Local Dynamics in African Business and Development* vol.9.
- Freedman, P., Franz, M. & Goldstein, K. (2004). Campaign Advertising and Democratic Citizenship. *American Journal of Political Science* 48(4) 723-741
- Fujiwara, C. (2008). Museum of the Moving Image. *Tears without Laughter*, 4, 18.
- Gaber, I., (2007). Too much of a good thing: the 'problem' of political communications in a mass media democracy. *Journal of Public Affairs*, 7, 219-234.
- Gadzekpo, A. (2008). Guardian of Democracy: The Media. In Agyeman-Duah B. (Ed), *Ghana: Governance in The Fourth Republic* (pp. 195-214). Tema: Digibooks Ghana Ltd.
- Gbadamosi, A., Hinson, R. E., Tukamushaba, E. K., & Ingunjiri, I. (2012). Children's attitudinal reactions to TV advertisements: The African experience. *International Journal of Market Research*, 54 (4), 543-566. *International Journal of Market Research*, (54), 543-566.

- Ghana Statistical Service (2012). Population & Housing Census; Summary Report of Final Results.
- Golding, P., & Murdock, G. (2000). Culture, communications and political economy. *Mass media and society*, 3, 70-92.
- Graber, D., (2005). Political Communication Faces the 21st Century. *Journal of Communication*, 55(3): pp. 479-507.
- Granato, J. & Wong, M.S., (2004). Political Campaign Advertising Dynamics. *Political Research Quarterly*, 57, (3)349-361
- Grantham-McGregor, S., Cheung, Y. B., Cueto, S., Glewwe, P., Richter, L., Strupp, B., & International Child Development Steering Group. (2007). Developmental potential in the first 5 years for children in developing countries. *The Lancet*, 369(9555), 60-70.
- Griese, N. L. (1974). Dunn, S. Watson and Barban, Arnold M. Advertising: It's Role in Modern Marketing. Hinsdale, Illinois: Dryden Press, 1974. 630 pp. \$10.95. *Journal of Advertising*, 3(4), 46-47.
- Habermas, J. (2006). Political communication in media society: Does democracy still enjoy an epistemic dimension? The impact of normative theory on empirical research. *Communication theory*, 16(4), 411-426.
- Haley, R.I. (2002, July). Final Report of the Copy Research Validity Project. *Advertising Research Foundation Copy Research Workshop*.
- Hallmann, A. L. (2012). Food advertising to children.
- Harris, R.J., (1999). *A Cognitive Psychology of Mass Communication*. (3rd Ed.). London, Lawrence Erlbaum Associates.
- Hay, W.A. (2005). What is Democracy? Liberal Institutions and Stability in Changing Societies, *Orbis, Elsevier Publications*, 4,133-151
- Haynes, A. A., & Staci, L. Rhine. 1998. "Attack Politics in Presidential Nomination Campaigns: An Examination of the Frequency and Determinants of Intermediated Negative Messages against Opponents." *Political Research Quarterly*, 51(3), 691-721.
- Holtz-Bacha, C.H., (2006). Political Campaign Communication. Conditional Convergence of Modern Media Elections. In F. Esser & B. Pfetsch (Eds.), *Comparing Political Communication; Theories, Cases and Challenges* (pp. 213-230). Cambridge: Cambridge University Press.
- Hossler, D. (1990). *The Strategic Management of College Enrollments*. Jossey-Bass Inc., 350 Sansome St., San Francisco, CA 94104.

<http://www.ghanaweb.com/GhanaHomePage/NewsArchive/artikel.php?ID=178741>

Wednesday 17th March, 2010 (Accessed: February, 16th 2015 at 7:14pm)

- Huckfeldt, R. R. (1995). *Citizens, politics and social communication: Information and influence in an election campaign*. Cambridge University Press.
- Hughes, A. (2003). Defining Negative Political Advertising: Definition, Features and Tactics. *ANZMAC 2003, Conference Proceedings Adelaide, 1-3 December*. 163-171
- Iyengar, S., & Prior, M., (1999). Political Advertising: What Effect on Commercial Advertisers? Department of Communication, Stanford University, UK.
- James, K. E., & Hensel, P. J. (1991). Negative advertising: The malicious strain of comparative advertising. *Journal of Advertising*, 20(2), 53-69.
- Jasperson, A. E., & Yun, H. J. (2007). Political advertising effects and America's racially diverse newest voting generation. *American Behavioral Scientist*, 50(9), 1112-1123.
- Jennings, N., & Collins, C. (2007). Virtual or virtually U: Educational institutions in Second Life. *International Journal of Social Sciences*, 2(3), 180-186.
- Jenssen, T.J. (2008). Does Public Broadcasting Make a Difference? Political Knowledge and Electoral Campaigns on Television *Scandinavian Political Studies* 30 (1) 1-25
- Johnston, A., & Kaid, L.L. (2002). Image ads and issues ads in U.S presidential advertising: using video style to explore stylistic differences in televised political ads from 1952-2000. *Journal of Communication*, 52, 281-300
- Kaid, L. L. (Ed.). (2004). *Handbook of political communication research*. Routledge.
- Kaid, L. L., & Dimitrova, D. V. (2005). The television advertising battleground in the 2004 presidential election. *Journalism Studies*, 6(2), 165-175.
- Kaid, L. L., & Holtz-Bacha, C. (2006). *The Sage Handbook of Political Advertising*. Thousand Oaks, CA: Sage.
- Kaid, L. L., & Johnston, A. (2001). *Videostyle in presidential campaigns: Style and content of televised political advertising*. Greenwood Publishing Group.
- Kaid, L. L., & Postelnicu, M. (2005). Political advertising in the 2004 election comparison of traditional television and internet messages. *American Behavioral Scientist*, 49(2), 265-278.
- Kaplan, N., Park, D.K., Ridout, T.N., (2006). Dialogue in American Political Campaigns? An Examination of Issue Convergence in Candidate Television Advertising. *American Journal of Political Science* 50(3)724-736.

- Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of marketing communications*, 15(2-3), 139-155.
- Kotler, P., Keller, K. L., & Lu, T. (2009). *Marketing management in China*. Pearson.
- Kumekpor, T. K. B., (2002). *Research Methods & Techniques of Social Research*. Accra:
- Kunkel, D., Wilcox, B. L., Cantor, J., Palmer, E., Linn, S., & Dowrick, P. (2004). Report of the APA task force on advertising and children. *Washington, DC: American Psychological Association*.
- Kwansah-Aidoo, K., (2005). Prospects for Agenda-Setting Research in the 21st Century. In K. Kwansah-Aidoo (Ed) *Topical Issues in Communications and Media Research*, 37-62. New York: Nova Science Publishers.
- Linn, R. L. (2003). Accountability: Responsibility and reasonable expectations. *Educational Researcher*, 32(7), 3-13.
- Livingstone, S. (2009). *Children and the Internet*. Polity.
- Marcus, G.E., Neuman, W.R.I, & MacKuen, M., (2000). *Affective Intelligence and Political Judgment*. Chicago: University of Chicago Press.
- Nairn, A., & Fine, C. (2008). Who's messing with my mind? The implications of dual-process models for the ethics of advertising to children. *International Journal of Advertising*, 27(3), 447-470.
- National Communications Authority Report (2011).
- Negrine, R. (2007). The professionalization of political communication in Europe. *The professionalization of political communication*, 27-45.
- Neuman, W., (2003). *Social Research Methods: Qualitative and Quantitative Approaches*. (4th Ed.), Allyn and Bacon, Boston. USA.
- Newman, B. I., & Perloff, R. M. (2004). Political marketing: Theory, research and applications. *Handbook of political communication research*, 17-44.
- Ninsin, A. (ed) (1998). *Ghana: Transition to Democracy*. Accra: Freedom Publications.
- Oates, C., & Athanasia Tziortzi, N. N. (2014). Parents' Beliefs About, and Attitudes Towards, Marketing to Children. *Advertising to Children: New Directions, New Media*, 115.
- Odum, H. W., & Jocher, K. (1929). An introduction to social research.
- O'Keefe, D. J. 1990. *Persuasion: Theory and Research*, Newbury Park, CA: Sage Publications.

- Olson, J. M., & Zanna, M.P. (1993). Attitudes and attitude change. *Annual Review of Psychology*, 44: 117-154
- Opoku, J.Y., (2012). A Short Guide to Research Writing in the Social Sciences and Education. (3rd Ed.), Ghana Universities Press, Accra.
- Oquaye, M. (2004). Politics in Ghana, 1982-1992: Rawlings' Revolution and Populist Democracy. Osu, Accra-Ghana: Tornado Publication.
- Ott, D. (1998). Power to the People: The Role of Electronic Media in Promoting Democracy in Africa. *First Monday*, 3(4).
- Ouwensloot, J., & Duncan, T. (2008). Integrated Marketing Communication-European Edition.
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in experimental social psychology*, 19, 123-205.
- Petty, R. E., and Cacioppo, J. T. 1981. Attitudes and Persuasion: Classic and Contemporary Approaches, Dubuque, IA: Wm. C. Brown.
- Petty, R. E., and Cacioppo, J. T. 1986. Communication and Persuasion: Central and Peripheral Routes to Attitude Change, New York: Springer-Verlag.
- Petty, R. E., Cacioppo, J. T., and Goldman, R. 1981a. "Personal Involvement as a Determinant of Argument-Based Persuasion," *Journal of Personality and Social Psychology* (41:5), pp. 847-855.
- Petty, R. E., Priester, J. R., & Brinol, P. (2002). Mass media attitude change: Implications of the elaboration likelihood model of persuasion. *Media effects: Advances in theory and research*, 2, 155-198.
- Piesie-Anto, O. (2012). Solving the African Problem Understanding Basic Research Methods. AUCC Publishers, Accra.
- Pope, D., (2012). *Making Sense of Advertisement*. Basic Books, New York.
- Richards, J. I., & Curran, C. M. (2002). Oracles on "advertising": Searching for a definition. *Journal of Advertising*, 31(2), 63-77.
- Rose, J. (2003). Government Advertising and Creation of National Myths: the Canadian case. *International Journal of Non-profit and Voluntary Sector Marketing*. 8(2)153-165.
- Rozendaal, E., Buijzen, M., & Valkenburg, P. (2011). Children's understanding of advertisers' persuasive tactics. *International Journal of Advertising*, 30(2), 329-350.

- Ruck, M. D., & Horn, S. S. (2008). Charting the landscape of children's rights. *Journal of Social Issues*, 64(4), 685-699.
- Saunders, M. N., Saunders, M., Lewis, P., & Thornhill, A. (2011). *Research methods for business students*, 5/e. Pearson Education India.
- Scammell, M., & Langer, A.I., (2006). Political advertising: why is it so boring? *Media, Culture & Society* 28(5) 763-784.
- Scullion, R., & Dermody, J. (2005). The value of party election broadcasts for electoral engagement: A content analysis of the 2001 British general election campaign. *International Journal of Advertising*, 24(3), 345-372.
- Sears, D. O., & Levy, S. (2003). Childhood and adult political development.
- Severin, W.J., & Tankard, J.M. (2001). *Communication Theories: Origins, Methods, and Uses in the Mass Media*, 5th Ed. Addison Wesley Longman, Inc.
- Sharp, G., (2010). *From Dictatorship to Democracy: A Conceptual Framework for Liberation*.
- Shimp, T. A. (2000). Advertising promotion. *Supplemental Aspects of Integrated*.
- Simon, J., & Bruce, D. Merrill. 1998. "Political Socialization in the Classroom Revisited: The Kids Voting Program." *Social Science Journal*, 35(1), 29-42.
- Simpson, D., (2008). Campaigns and Democracy—Into a new era; *Campaigns on the Cutting Edge*. 12, 194-206.
- Sliburyte, L. (2009). How celebrities can be used in advertising to the best advantage. *World Academy of Science, Engineering and Technology*, 58, 934-939.
- Stanton, W.J., (1986). *Fundamentals of Marketing*. McGraw-Hill Companies, New York.
- Tagoe, M., (2009). *A Handbook for Writing Research Proposal*. Ghana Universities Press, Accra.
- Temin, J., & Smith, D., (2002). Media matters: Evaluating the role of the media in Ghana's 2000 elections. *African Affairs*, Vol. 101, 585-605
- Tesch, R., (1990). *Qualitative Research: Analysis Types and Software Tools*, New York.
- Tettey, W. J. (2001). *The Media and Democratisation in Africa: Contributions, Constrains and Concerns of the Private Press*, *Media Culture and Society* 23 (5)5-31. U.S.A: The Albert Einstein Institution, pp.7
- United Nations Convention on Rights of Children, (CRC).

- Valentino, N.A., Hutchings, V.L., Williams, D., (2004). The Impact of Political Advertising on Knowledge, Internet Information Seeking, and Candidate Preference, *Journal of Communication*, 54 (2), 337-354)
- Van Deth, J. W., Abendschön, S., & Vollmar, M. (2011). Children and politics: An empirical reassessment of early political socialization. *Political Psychology*, 32(1), 147-174.
- Van Reijmersdal, E. A., Rozendaal, E., & Buijzen, M. (2012). Effects of prominence, involvement, and persuasion knowledge on children's cognitive and affective responses to advergames. *Journal of Interactive Marketing*, 26(1), 33-42.
- Verser, R., & Wicks, R. H. (2006). Managing voter impressions: The use of images on presidential candidate web sites during the 2000 campaign. *Journal of Communication*, 56(1), 178-197.
- Verser, R.M., (2007). *The 2004 Presidential Election between George W. Bush and John F. Kerry: An Analysis of Visually Comparative Televised Advertisements*. An Unpublished Dissertation Presented to the Faculty of the Department of Communication University of Missouri-Columbia in Partial Fulfillment of the Requirements for the Degree, Doctor of Philosophy.
- Von Feilitzen, C., & Carlsson, U. (1999). *Children and Media: Image, Education, Participation. Children and Media Violence. Yearbook from the UNESCO International Clearinghouse on Children and Violence on the Screen, 1999*. UNESCO International Clearinghouse on Children and Violence on the Screen, Nordicom, Goteborg University, Box 713, SE 405 30 Goteborg, Sweden.
- Walgrave S., Van Aelst, P. (2006). The Contingency of the Mass Media's Political Agenda Setting Power: Toward a Preliminary *Theory Journal of Communication* 56 (88-109)
- Walgrave, S., & De Swert, K. (2007). Where does issue ownership come from? From the party or from the media? Issue-party identifications in Belgium, 1991-2005. *The Harvard International Journal of Press/Politics*, 12(1), 37-67.
- Wells, W. D, (1997). *Measuring Advertising Effectiveness*. Lawrence Erlbaum Associates Inc.
- Wimmer, R.D. & Dominick, J. R., (2011). *Mass Media Research: An Introduction*. (9th Ed.). Boston, MA: Wadsworth.
- www.mediaite.com/.../should-children-ever-be-used-to-promote. January 17th, 2013.
(Accessed: January, 24th 2015)

Appendix 1

CONSENT FORM

Survey Questionnaire

A survey of staff of Sunyani Polytechnic and the Catholic University College of Ghana, Fiapre
Views on the use of children in political advertising during the 2012 general elections

Dear Sir/Madam,

I am a student of the Department of Communication Studies, University of Ghana, Legon. I am conducting a survey on *the use of children in political advertising during the 2012 general elections* as part of a research dissertation.

Any information you provide in response to the questions in this questionnaire will be treated as confidential and purely for academic purpose. Your frank and objective responses will immensely contribute to the success of this academic exercise.

Your identity as respondent in this research work will not be disclosed. You are at liberty to answer the questionnaire independently or with the help of a research assistant.

God richly bless you for helping me.

Name of Interviewer.....

Date of Interview.....

Time of Interview.....

Language of Interview.....

Institution/Study Area.....

Appendix 2
CONSENT FORM
Interview Guide

An Interview on the use of children in political advertising during the 2012 general elections

Dear Sir/Madam,

I am a student of the Department of Communication Studies, University of Ghana, Legon. I am conducting interview on the use of children in political advertising during the 2012 general elections as part of gathering detail information for a research dissertation.

Your identity and any information you provide in response to the questions in this interview will be treated as confidential and purely for academic purpose. Your frank and objective responses will immensely contribute to the success of this academic exercise.

Your identity as respondent in this research work will not be disclosed.

God richly bless you for helping me.

Name of Interviewer.....

Date of Interview.....

Time of Interview.....

Language of Interview.....

Institution/Study Area.....

Appendix 3

QUESTIONNAIRE

The Use of Children in Political Advertising in the 2012 General Elections in Ghana: A Survey of Staff of the Catholic University College and Sunyani Polytechnic

Please respond to the following: tick or circle the suitable alternative and provide appropriate responses to the open-ended questions

(NOTE: the word 'ads' means Advertisements)

Icebreaker

1. Are you a registered voter in Ghana? Yes No
2. Do you belong to a political party? Yes No
3. Did you watch political ads during the 2012 Elections? Yes No
4. Did you watch any political ads that featured children during the 2012 General Elections? Yes No

Section A: Public opinion on children used in Political advertisement

1. Should parties use children in political advertising in Ghana? Yes No

1. b. Give a reason for the choice at Q1.....
.....

2. What do you think made the NPP and NDC use children in political ads during the 2012 General Election in Ghana?
 - i. To serve the interest of the political party
 - ii. To influence the electorate to like the political party
 - iii. To create some humour and excitement in the political discourse
 - iv. To calm and ease the tension during the period
 - v. To show concern for children in their education
 - vi. Any other

3. Should there be age limit by which a child can be used in political ads? Yes No Don't Know

(Please skip Q4 and continue at Q5 if your choice is 'NO' to Q3)

4. If Yes to Q3 above, what minimum age do you think is appropriate to engage children in political advertising? a. 6yrs + b. 10yrs + c. 14yrs + d. 17 +

5. Did you like the political *advertisements* that featured children during the 2012 General Elections? Yes No

5b. Please give one reason for the choice at **Q5** above.....
.....

6. Do you think the use of children in political advertising is effective?

Yes No Don't Know

6. b. Please give one reason for the choice at Q6 above.....
.....

7. Should there be prohibitions on use of children in political advertising in Ghana during elections? Yes No. Don't Know

(Please skip Q7b and continue at Q8 if your choice is either 'No' or 'Don't Know' to Q7)

7b. What kind of prohibitions would you suggest if **YES** to **Q7**.....
.....

Section B: Influence of Children in Political ads on the Electorate

8. Does the use of children in political advertising have any influence on the electorate?

Yes No Don't Know

9. Did the use of children in political *advertisements* influence you during the 2012 general elections? Yes No

9.b Give a reason for the choice if **NO** to **Q9**?
.....

10. Is there any benefit to the use of children in political advertising?

Yes No Don't Know

11. Which of these would you consider as beneficial to children in political advertising?

i. Creates opportunity for children to discover and develop their talent in the media

ii. Encourages children to imitate role models in the media

iii. Makes children feel special among their peers

iv. Enhances ability of children to speak with confidence

v. Encourages children to perform in public with confidence

vi. Motivates other children to emulate their peers

vii. Any other: *(please state)*.....

Section C: Ways Children in Political advertisements affect the Electorate

12. In which way did children in political *advertisements* influence the electorate
- i. Aroused interest for the candidate
 - ii. Evoked endorsement for the candidate
 - iii. Created emotional attachment for the candidate
 - iv. Portrayed the candidate as caring
 - v. None of the above
 - vi. Any other (*please state*).....
13. How did the advertisements that featured children make you feel about the candidate?
- i. Cares for the educational needs of children
 - ii. Will be serious leader to solve our problems
 - iii. Kind and loving leader
 - iv. Understands the challenges facing Ghanaians
 - v. Committed leader ready to help
 - vi. Did not feel anything
 - vii. Other (*please state*).....

Section D: Ethical Issues of using children in Political advertising

14. Would you allow your ward/child to be used in political advertising? Yes No

14.b. Please, state one reason for the response to **Q14** above.....

15. Do you consider use of children in political *advertisements* as abuse of their human rights in the Ghanaian democratic culture?

Yes No Don't Know

16. Are children at risk for being used in political advertising in Ghana?

Yes No Don't Know

16b. Identify one risk associated with using children in political advertisement if **YES** to **Q16**.

- i. Premature and instant celebrity syndrome
- ii. Diversionary of their future
- iii. Abandonment of education
- iv. Begin to exhibit attitude of pride and arrogance
- v. Likely to develop non-conformity to social norms and values

- vi. Attract hatred and hostility from opposing party activists
- vii. Face discrimination and rejections from opposing activists
- viii. Risk attacks and victimization associated with political stereotype
- ix. Other (*please state*).....

Section E: Demographic/Personal Information

1. Gender
Male Female

2. Which of the following age ranges do you find yourself?
a. 18-25 b. 26-35 c. 36-45 d. 46 and above

3. Which of these describes your level of education?
a. PhD
b. M.Phil./MA/MBA/MSc.
c. First Degree
d. Professional Certificate (Non-degree level)
e. Undergraduate (HND, Teacher Cert. 'A',)

4. Identify your marital status
a. Single b. Married c. Widowed d. Divorced e. Separated

5. Are you a parent?
Yes No

6. Which of these describes your status of employment?
a. Senior Member (Academic)
b. Senior Member (Non-Academic)
c. Instructor/Tutor
d. Senior Staff
e. Other (*please specify*)

Appendix 4

STRUCTURED INTERVIEW GUIDE

Icebreaker

1. Are you a registered voter in Ghana? Yes No
2. Do you belong to a political party? Yes No
3. Did you watch political ads during the 2012 Elections in Ghana? Yes No
4. Did you watch any political ads that featured children during the 2012 General Elections?
Yes No
5. Describe briefly the advertisement, if YES to Q4 above.....
.....

Questions

1. What is your view on use of children in political advertisements in the 2012 General Elections?
2. In your opinion, what would motivate a party to use children in political advertisements in Ghana?
3. What is your opinion on suggestions to regulate the use of children in political advertisements
4. What are the possible benefits children in political advertisements gain?
5. In which manner do children in political advertisements influence the electorate?
6. Will you advocate the use of children in political advertisements in Ghana and why?
7. In your view, what are the specific ethical issues on use of children in political advertisements?
8. What are the possible risks associated with using children in political advertising in Ghana?
9. "It is fair to use children in political advertising". What is your opinion on this in the Ghanaian democratic culture?

Appendix 5

ADDITIONAL TABLES**Table 1: Should Children be featured in Political Advertising? Give a reason for the choice**

Responses	Frequency	Valid Percent
Nothing is wrong in using children in political advertisements	12	5.4
Children are featured in commercial advertisements	6	2.7
Children could influence parents on choice for a candidate and issues concerning them	14	6.3
Elections issues centered mainly on children's education and future development	19	8.5
Children are a part of society and should be involved in political discourses early enough	13	5.8
Because some issues remained better communicated when children were involved	15	6.7
Children were not matured enough to meddle in body politics in Ghana	63	28.1
Politicians meant to exploit and influence the children negatively	44	19.6
The practice abuses the rights of children exposed them to risks of victimization, attacks and discriminations	38	17.0
Total	224	100.0

Table 2: Reasons for liking or otherwise of the advertisements that featured children

Responses	Frequency	Valid Percent
Children made the advertisements very appealing, exciting and influential	16	7.1
The advertisements mainly centered on issues on children's education	39	17.4
The advertisements gave the kids exposure and experience in the media	19	8.5
The advertisements simplified the communication messages better to some of the electorate	11	4.9
The advertisements made the messages simple to understand and influence choices	6	2.7
The advertisements were meant to propagandize children to support political views	54	24.1
The children were only manipulated to utter things they were not familiar with	46	20.5
The advertisements were full of propaganda with counter attacks	5	2.2
The advertisements that featured children were boring and annoying	28	12.5
Total	224	100.0

Table 3: Reasons on whether children make political advertising effective

Response	Frequency	Valid Percent
Children have indirect influence on adult/parents in their demands	6	2.7
Appearance of children evoke emotional feelings and attachment to their messages	10	4.6
Children make messages simple, clear and understandable as they speak	34	15.5
Children feel encouraged to demand an advertised product when their peers are featured	3	1.4
They are only used to entertain audience in such advertisements	35	16.0
Children involvement in the advertisements had no influence on political choices adults made	64	29.2
It was a waste of children's time and energy	58	26.5
Children involvement only made the election campaign different from the previous ones	9	4.1
Total	219	100.0

Table 4: Suggested prohibitions on use of children in political advertising

Response	Frequency	Valid Percent
Politicians should not use children under 14years in political advertising	54	28.4
Parents who allow their children should be prosecuted by the state	63	33.2
The political party/candidate should be fined when children feature in political communications	73	38.4
Total	190	100.0

Table 5: Reasons why respondents were not influenced by advertisements that featured children

Response	Frequency	Valid Percent
No amount of such political advertisements could change my mind	38	22.4
The advertisements were only exciting and enjoyable to easy stress	19	11.2
Belong to a political party and have a candidate to vote for	77	45.3
Children were only being exploited by the politicians in the advertisements	36	21.2
Total	170	100.0

Table 6: Ways children in advert influence the Electorate

Response	Frequency	Valid Percent
Arouse interest for the candidate	43	19.2
Evoked endorsement for the candidate	35	15.6
Created emotional attachment for the candidate	48	21.4
Portrayed the candidate as caring	67	29.9
None of the above	25	11.2
Other	6	2.7
Total	224	100.0

Table 7: Reasons to allow or disallow a child in political advertising

Responses	Frequency	Valid Percent
Market my party's candidate	11	4.9
Prepare my child to be a special one in public eyes	14	6.3
Make me feel good to see my child on television	21	9.4
Boost my child's confidence to become celebrity in future	16	7.1
Expose the child to risk and dangers from opposing activists	54	24.1
Affect the child's schooling and education as time is spent on rehearsals and shooting	32	14.3
Expose the child to victimization, discrimination and isolation even at school	38	17.0
Have the potential of affecting the future prospects of the child in society	22	9.8
Celebrity status will put unnecessary pressure on the child in public domain	16	7.1
Total	224	100.0

Table 8: Identifiable any risks associated with using children in political advertising

Responses	Frequency	Valid Percent
Premature and instant celebrity syndrome	31	17.4
Diversionary of their future	4	2.2
Abandonment of education	24	13.5
Begin to exhibit attitude of pride and arrogance	6	3.4
Likely to develop non-conformity to social norms and values	19	10.7
Face hatred and hostility from opposing party activists	20	11.2
Face discrimination and rejections from opposing activists	42	23.6
Risk attacks and victimization associated with political stereotype	26	14.6
Other	6	3.4
Total	178	100.0

Appendix 6

Transcription of an Interview with the Operations Manager of the Advertisers Association of Ghana (AAG) on 2nd March, 2015 in the Conference Room at the Head Office, Accra.
(5:30pm to 6:35pm)

(‘I’ represents Interviewer and ‘K’ represents Key Informants)

Ice-breakers

I: Are you a registered voter?

K: Yes, I am

I: Do you belong to a political party?

K: For sure. Once I vote I vote for a political party. But let me just explain myself here. If belonging to a party is understood as an active card bearing member, then I am sorry. I do not join any political party. However, as long as I cast my vote, I do vote for a party I wish can meet my expectations.

I: Did you watch political advertisements during the 2012 campaign?

K: Absolutely yes! I did watch quite a number of them on television and listened to a few ones on radio.

I: Did you watch any political advertisements that featured children?

K: Yes. I saw quite a few of political advertisements that featured children.

I: Can you describe any one of such advertisements that featured children?

K: Ok, I remember a few ones. In fairness, let me give an example each from the NDC and the NPP. For the NDC, I saw some school pupils in their school uniform, obviously from the public schools, with one talking about government giving them free school uniforms and all of that. For the NPP, they engaged children who were saying that because their parents were unable to pay their school fees, they have been sacked from school and that their parents should vote for free SHS education policy ensure they get back to school. So on both sides, I saw them.

I: What is your view on the use of children in political advertising?

K: By the Constitution and Electoral laws of Ghana, until one attains 18 years, that person should not be part of the electoral system. Since we are talking specifically about politics and political advertisements, I see it as very distasteful, especially, the ones that I have seen. By the electoral laws of Ghana, until one attains 18 years, that person is not part of the electoral system. So when I see children, some as young as 10, 11, or 12 years old and even below being used by political parties, I find it difficult to understand the basis for that. It is very disingenuous, and to a very large extent, also mischievous. So by and large, children in Ghana are being drawn into the body politics. In view of the nature of our politics, featuring children in political advertisement is something that should not be encouraged. I look at it this way, it's like in a war, where one faction uses children shield to kind of ward off the rival or

the opponent on the battle field. It is not right from my perspective to engage children. The advertising association as a whole does not subscribe to that. But not only that, I mean we have to be, if you like, scientific here. Per the ethics of the advertising profession in Ghana, it is a no, no for children at such tender ages to be used. In view of the nature of our politics, featuring children in political advertisements is something that should not be encouraged. We don't have to allow it to persist. It is not right that children be used in political advertisements or activities. From my perspective and the perspective of the advertising standards that we operate in Ghana, it is not right.

I: In looking at the advertising code, it does not specifically highlight on political advertising. Why?

K: It may interest you to note that the code of ethics and professional practice booklet in use now was crafted some years back. There were a lot of things that until recently, nobody could rationalize or expect or project would happen. So that could account for it. Thank God, we have a new advertising bill pending approval. In this new bill are issues relating specifically to political advertising but because it is yet to become law, we can't use it now as a reference point.

I: You also mentioned electoral age 18 years, but the Constitution of Ghana is also silent on children and political involvement.

K: I believe so that's why there is the need for constitutional amendment from time to time. Not only in Ghana but globally that is the thinking that there are new things that come up as human beings evolve. Life itself is dynamic, as we evolve, a lot of things that we grossed over would then surface and we have to let a kind of law to deal with. I am sure it is one of those things that our constitutional drafters will have to look at.

I: What will motivate a Party to use Children in Political Advertising?

K: I sometimes wonder why politicians tend to use children in communicating party messages during elections. But I think they try to appeal to emotions to win the support of the electorate. Besides, they might have used the children because of the message or the issues at the center stage of the 2012 general elections regarding education of children. One would say it is part of creativity. People try to be smart and it comes back to the advertiser because in most of the political parties' advertisements, the concepts do not even come from the politicians. They engage professional advertiser. It is the advertiser who sits back and looks at the situation at every given point in time and creates something which the politicians find them useful to sponsor. In effect, it is not right. Advertiser only finds a creative way of assisting the politicians. I suspect politicians use of children in the light of similar children that are seen in product advertisements. Well, that is where they (politicians) get it all wrong because commercial advertising belongs to a different field altogether.

I: What is Your Opinion on Suggestions to Regulate the Use of Children in Political Advertising?

K: Absolutely yes! You see, in the processing of getting an advertising bill, we have specified the need to have a regulatory instrument in the new Advertising Bill this time around. But personally somebody who by law can be considered as a child should be below 16 years of age and should not be involved in political advertising. We should have a regulative instrument that can punish politicians and advertisers even parents who allow the use of

children in political advertising. The police and the media organizations should be tasked to ensure that children below 16 years of age are not featured in political advertising or its related activities. I think the primary worry is about those very young ones who are innocent and may not even understand what they are being used for. I may look at age 0-14 or 15 years there about as too young to be engaged in political advertising. The ages 16 or 17 who are likely to vote in the next elections, for me, may not be that worrying. For instance, the issue of defilement age is 16 years because it is believed that in this modern times, a 16-year old child has the capacity to reason well and make some informed decisions. We still have the obligation to protect children. Hence, children of 16 or 17 can be used in political advertising

I: In what ways do Children in Political Advertising Influence the Electorate

K: Believe it or not, children wield some influence in some situations over adults. I teach advertising, and I tell my students that we grown-ups do not use diapers. Yet advertisers use babies as a point of reference to get adult make purchasing decisions on behalf of their children. The parent seeing the diaper will think of the baby and his/her comfort as well as the convenience it brings and decide to buy to make the baby comfortable. So indirectly, the baby influences the thinking of the parent to make a decision to purchase or embrace a product or service of a kind. This is because babies are end users but they are not expenders. So to a very large extent, you will have these kinds of scenarios occurring. In view of this and in many instances, we should not rule out the influence of children on adults. For example, this free school uniform and the free SHS concept. For instance, an advertisement that shows poor parents who are unable to pay children's fees nor purchase school materials; a child who has dropped out of school due to lack of money to pay fees and buy books; and a boy whose parents' inability to pay his fees ended up at the beach fishing. As parents in similar situations, who watch this story being told in the advertisements by the children themselves, you would be emotionally touched. Consequently, such a parent having the interest of the child at heart, and who doesn't want his or her child to suffer similar setbacks will be influenced to vote for free education. So we can't rule out this influence of children. I think that is why political parties try to use children in some ways to emotionally market their policies to influence adults in their electoral behaviours and attitudes.

I: What are the possible Benefits Children in Political Advertising stand to gain?

K: Although the use of children in political advertising itself is not right, there are some few opportunities the children being used stand to gain or enjoy. I think that it offers the children the chance to speak and perform in public with confidence as they get the exposure. The children may feel motivated to become future celebrities and media practitioners as they get acquainted with media personalities. I think the exposure, to some extent, can even inspire their peers to develop interest and aspire to be in the media environment as they watch their friends on televisions performing.

I: Will You Advocate the Use of Children in Political Advertising in Ghana and Why?

K: Frankly speaking, neither I nor the AAG as a body will advocate the use of children in political advertising. Children, by the advertising ethics, are immature, innocent and vulnerable to be engaged in activities meant for grown-ups and adults. Engaging children in political activities will be detrimental to their growth and development.

I: Are there Possible Risks associated with Using Children in Political Advertising?

K: Yes. In view of our kind of politics, engaging children in political advertising exposes the child to public hatred by the activists of the opposing party. In their schools and communities, persons will be looking at such children with hatred, discrimination and rejections. Again, in Ghana now, when tagged NPP or NDC, then you are in trouble. No matter what you say or explain, you are judged by your NPP or NDC tag and that is a great concern. Again, it can even affect children when they grow up in getting admissions to school, going into relationships, socializing, and gaining employment opportunities. It eventually has the potential to jeopardize the child's future. Until things change, for everyone to appreciate the need for this in our politics, it will remain dangerous a practice to engage children in political advertising. The players in the political advertising (children) are likened to actors in movies or drama. They may not be the real characters in real life but only take up such roles to act. You know what, the very grown up actors are even attacked sometimes or hated for the simple error of playing a particular role in a movie, let alone an innocent child being featured in political advertising. We should bear in mind that advertising is a creative form of acting out an idea. Children are, therefore, exposed to social attacks, victimization, vilification and the likes.

Even grown-ups who feature for political parties face a lot of challenges. Look, I will tell you this, when we started in 1992 as I was working with GBC, broadcasters who were approached to bill advertisements for the opposition were afraid to do so. This is because if the government in power finds out that a GBC broadcaster has run an advert for the opposition, you are likely to find yourself out of job. During such periods, we were doing it for commercial gains. I record the advertisement and get paid. It was the voice of popular personalities at the time, like broadcasting figures, which the politicians needed. Yet people were afraid because of the nature of our politics. When you do that political advertisement, somebody may attack you later in one way or the other. Children who are exposed in that way run into trouble in society.

Let me give you an incident that happened in a village somewhere in Brong-Ahafo region. It may sound like a joke but it's a true story encountered by a friend of mine who eventually vacated his teaching post there. In one of his teaching periods at the school, just two days before the 2012 general elections, he passed a comment to the pupils, "hey, you people, go and tell your parents who have been voting for party 'A', that this time round when they (their parents) do that again, we will beat you children when you come to school". One class five pupil, about eight or nine years old, stood up and told the teacher in the face, "You are a fool. Don't you know that you have insulted my parents"? This is because the boy's parents are notable persons in the village who belong to the party in question. You see, the child insulted the teacher and jumped out of the window. He went home and told the parent who rushed to the school and attacked the teacher.

I: What is your Opinion on, "It is fair to use Children in Political Advertising", in the Ghanaian Democratic Culture?

K: I disagree on that premise. It is something unethical and unfair against the rights of children to engage them in political advertising. In a way, I consider the use of children in political advertising as a 'glorified child labour' being perpetrated by the same law and policy makers. But you see, the children themselves are not directly part of the normal political game if you like. This is because they don't have the right to vote. They can only talk or say whatever.

There is an expression that “you cannot say you dislike the meat in the soup but can drink it”. It doesn’t make sense on the part of the one who behaves this way. So the children who don’t have the right to vote should not be pushed into doing such activities with the intention to influence the way adult vote. We should allow them to grow and make their own decisions. It may surprise you to note that some of these children when they grow up would not even want to be part of the parties that used them in the political advertisements. So by and large, children in Ghana are being drawn into the body politics. And because of the nature of our politics, featuring children in political advertisement is something that should not be encouraged at all.

I: What Specific Ethical Issues do You Associate with Using Children in Political Advertisements?

K: The codes left the issue of politics as a grey area. It was not covered by the codes, it is difficult to do anything about the trend now. So until we have the advertising bill, which will become a law in the books of this country, specifying penalty points for breaches is not a reality. We can only appeal to the moral sense of people not to engage children in political advertising. Notwithstanding this, I think it is not right to abuse the rights and innocence of these vulnerable children into areas meant for adults and grown-ups who understand political issues and the dynamics involved. In my candidate opinion, politicians are merely exploiting and manipulating these children. We have a moral/ethical problem in this country. That is the reason a lot of politicians see nothing wrong with using children to run advertisements for political parties. From my personal point of view and the AAG standards, it is not right for children to be used in political advertising. We all ought to put a stop to that practice to save our children for a better future.

For instance, you know in Ghana, radio presenters do what is called live presenter mention (LPM) for products and services. The Germans were shocked to hear that one presenter can endorse different products on radio for the public in Ghana. I was surprised to hear this when I went to DWTV School to train as a broadcaster. You cannot do that in Germany because that exposes the Radio/TV presenter to public ridicule and casts doubts on the presenter’s credibility. Look, how can one person endorse MTN and Vodafone at the same time as the best network? So which one should the public believe or go for? It means, the presenter is neither truthful nor a credible source. It is unacceptable even though you may seem to be doing your normal duties on radio to get revenue for your employer. When I raised these issues to my colleagues on my return to Ghana, they just confronted me, “My friend here is not Europe but Ghana. We need to have money in our pockets to survive. That is the work we have to do to earn a living”. You see, if the thinking of a working Ghanaian is to get money irrespective of the means, then we should as well allow the armed robbers to do their work because they are also looking for money. What is wrong is wrong irrespective of the location or the circumstances.

Thank you for granting me this interview with all the details. Am grateful.

Appendix 7

Transcription of an interview with the Director of the Global Media Alliance (GMA) in his office at Dzorwulu, Accra held on 5th March, 2015.
(11:30am to 12:25pm)

(‘I’ represents Interviewer and ‘K’ represents Key Informants)

Ice-breakers

I: Are you a registered voter?

K: Yes. I am

I: Do you belong to a political party?

K: Well, once I vote for a candidate means that I have affection for a political party at a point in time. But I am not a card bearing member of any political party in Ghana.

I: Did you watch political advertisements during the 2012 campaign?

K: Yes. I did watch some at times during news hours at home and in the office.

I: Did you watch any political advertisements that featured children?

K: Yes. I saw a few of political advertisements that featured children on television and listened to some on radio. I even saw posters of presidential candidate and school uniformed pupils.

I: Can you describe any one of such advertisements that featured children?

K: I watched one of the NPP advertisements where the presidential candidate interacted with pupils in pictures on the free SHS educational policy. I also watched and listened to children singing and dancing advocating for support and vote for the NDC candidate.

I: What is your view on the use of children in political advertising?

K: In the 2012 general elections, we had a lot of advertisements from both the NDC and the NPP who used advertising agencies where children were featured in some political advertising concepts. In the case of NDC, the children were singing and dancing, getting the message of the party to the people. It largely depends on the message for the election, because the free uniforms Vis a Vis free SHS were issues concerning children. The politicians, on the basis of the education issue for the election, engaged children because an adult cannot be used in such concepts to speak of free SHS or free uniform things. It was primarily based on their manifestoes. It depends on the message the parties want to send to the electorate. For instance, if the message was for free education or school uniforms, or feeding, you will definitely need children in there as point of reference or focus to market the idea.

In the other hand, the NPP showcased pupils who were out there working instead of being in the classroom. The pupils, according to the advertisement, were out there selling and doing all kinds of things at the expense of their education. In this sense, it makes it right to focus on children to communicate the message on free access to education. These children are out there on the streets due to economic hardships their parents face. You could portray a picture of adult in such political advertising regarding free education or uniform, but the influence

or the usefulness of the message will not be significant to the electorate. However, children being used in the advertisement was meant to make the message on either free education or quality education have effect on audience. In cases where you can avoid usage of children, you can vary the concept. For me it's neither right nor wrong but it should be done properly not to put the children in danger of political extremism

For instance, in this era of power challenges 'dumsorism', a politician may request a professional advertiser to create a concept for advertising in which children are featured studying under street light to market a candidate or a policy. Even though it is possible, that will be an extreme to design such advertisements. By and large, the strategy depends on the message to be put out.

I: What will motivate a Party to use Children in Political Advertising?

K: I strongly believe and think that politician have observed that children involvement in commercial advertisement have some influence and effect on decisions of their parents and elderly in society. Especially when it comes to products and services that directly concern children, the influence is very strong on parents. The politicians wants to win at all cost and anything that can be done or used to achieve that end of influencing the electorate to win their support is welcome. The primary agenda for the politician to use children in political advertising, as far as advertising is concerned, was the motivation to influence the electorate to like the party or the candidate and vote for the policy that is being marketed. The politicians used children predominantly on the basis of the issues at stake for the electoral debate, the policy of free SHS and that of quality education. Once the issues concern and affect children, the likelihood is that children will be used in advertising concepts to communicate the message. We shouldn't also forget that children primarily appeal to adults/elderly through emotional attachments. The political parties want the electorate to support their electoral policy position and considered the use of children as the best materials to market it.

I: What is Your Opinion on Suggestions to Regulate the Use of Children in Political Advertising?

K: Absolutely correct. During the recent occupy flagstaff house and the 'wombo' demonstrations, children were actively present and involved with some in their school uniforms. I was wondering why a parent would pull the child along for such adults' endeavours. It's sad to see such under 14years children holding placards in political demonstrations. The children are staged to hold such cards without understanding to what they are being made to do and the repercussions thereof. I remember Happy FM, one of our stations, interviewed some kids. They could not even read what they were holding. The police should enforce such regulations when enacted. There is the need to control the trend to avoid unpleasant future for our children.

I: In what ways do Children in Political Advertising Influence the Electorate

K: Children wield some level of influence on their parents or elderly. In the case of the Mahama advert where children were singing and dancing, the children may even call the parents to come and watch they (children) see their peers in the advertisements. In one of the advertisements, where children lament over frustrations and hardships their parents face, you will be emotionally touched as a parents in that situation as you watch or listen to the

message. The influence is subtle but strong because children appeal emotionally to our conscience. In the midst of challenges at the time, adults were often touched when they saw children lamenting about their education and the future. You would want to change things to help them grow and develop better. The political parties get their messages on spot but just that they overdo and overstretch it to the dislike of the public. Hence, some adult may consider these sentiments that the children exhume to influence their decisions for one candidate or the other depending on the issues involved. The political parties get their messages on spot but just that they overdo and overstretch it to the dislike of the public.

I: What are the possible Benefits Children in Political Advertising stand to gain?

K: Positively, children who are used are sometimes given some monetary rewards and their parents act as agents on their stead. Besides, it facilitates the process for the child to become a celebrity or a star. When people see that child, they point at and the child feels great among the peers. Let me give you an example of a case in point here. I hope you remember the little girl who asked a question during the IEA presidential debate. Well, all of a sudden, that kid has become a star (a celebrity status) is being conferred on her by the public and is being invited to programmes to share her thoughts.

I: Will You Advocate the Use of Children in Political Advertising in Ghana and Why?

K: When it comes to politics, it becomes a different ball game altogether for advertisers and concept creations. Politics in Ghana is becoming so dirty and dangerous even for adults because everything you do or say is linked to politics with its associated stereotype and attacks. It becomes very difficult for the advertising agency to determine whether a right decision is made or not. I have designed advertising concepts for both the NDC and NPP before. One of such advertisements was a concept that centered on a grandmother with a kid. The grandma with an album was explaining things to the kid on how things have been moving progressively in the past until the NDC assume power and office. The conversation was not done by the kid but the grandma who was doing the talking while the child listens to her story of how things have turned in recent times. The grandma, in the advertisement, identified the pressing issues at hand at the time and how they could be change should a new party in contention is given the mandate to govern. Today, if a political party comes to me to create a similar concept, I will not do it. Even if I have to, I would go for someone of age 16 years or above together with a grandma. As an advertiser, we make mistakes by using innocent children in creation of concepts for politicians all in the name of making money and regret later, sometimes.

I: Are there Possible Risks associated with Using Children in Political Advertising?

K: The risks associates with using children in political advertising abound, even for adults let alone children who are yet to grow. The hatred, rejection, isolation, victimizations, and stereotyping and even loss of self-confidence in the process are some of the resultant effects. Some parents may even pick up confrontations with parents of such children if they are close to them just because of politics.

These are common features associated with people who are featured in political advertising in Ghana. Sometimes, it can even affect the child's future employment, marriage, friendship and other socialization activities. I know a guy who used to feature in advertisements from the ruling party but has a lot of close friends in the NPP who heckle, tease and call him names

now, especially, when the lights go off. This kind of politics is not good for children to be used in political advertisements. Also, featuring children in political advertising could be dangerous because it has the capacity to inculcate acts and attitudes of hate and disunity in children as they grow. The fact that parents belonging to different political parties argue to disagree and to a large extent, even results in scuffles or unnecessary exchanges sometimes, can imprint negative images in the memory development of children.

I: What Specific Ethical Issues do You Associate with Using Children in Political Advertisements?

K: Ethical issues are there in advertising as captured in the code of ethics for advertisers. However, nothing ethical is said on politics because at the time of drawing the code of ethics, the framers least imagined we will get to a point like this. Now, the country is so polarized and things are done on party lines. The issue is that if you don't do it, another advertiser will do it for economic reasons. Hence, you are compelled to do it without recourse to public feelings or socio-cultural values.

If I look at advertisements by other political parties like CPP, PNC or the PPP, adults who eligible to engage in electoral and political activities are used to communicate the policies and leadership acumen or qualities to the electorate. I kind of wonder whether their code of ethics enjoins them to do that. Why not the NDC and NPP do similar things. But for the NDC or NPP, I don't think they have ethical considerations. They could even malign or destroy a character if that would make them win power, hence anything goes for them. It is evident in their practices and activities that there are no grounds for ethics. Moral and ethical values are thrown out of the window by these two political parties. For them, anything goes to attain power.

I think as advertising agencies, we can do something to ensure that such are not continued. But again, the decision to use or not depends on the purpose and intentions based on the manifestos of the political parties. For example, if a party comes with free SHS concept, the challenge would be how to create the concept or make the concept from the ideation point to the finishing instrument. It will practically be impossible and for appeal wise, to use adults to market such an idea.

I: What is your Opinion on, "It is fair to use Children in Political Advertising", in the Ghanaian Democratic Culture?

K: In my candid opinion, I don't think it is fair or right to use children in political advertisements. It is true though that children are engaged in product or commercial advertisements, the two disciplines are totally different in scope and content. Politics is a serious and dangerous profession played with tactics and strategies. It is also filled with acts of attacks, vilification, hatred, and the likes. Hence, to involve children is not a good practice for the sake of the children's growth, development and future life. It is not fair to use children as it constitute a form of abuse and manipulation of the rights of children in society.

Appendix 8

Transcription of an Interview with the Regional Communication Director of the New Patriotic Party (NPP) on Monday, 10th February, 2015 in his Office in Sunyani. (4:30pm to 5:55pm)

(‘I’ represents Interviewer and ‘K’ represents Key Informants)

I: Good evening Honourable.

K: Good evening my friend. You are very much welcome.

I: **Are you a registered voter?**

K: Yes, I’m

I: **Do you belong to a political party?**

K: Yes, I do

I: **Did you watch political advertisements during the 2012 campaign?**

K: Yes. I watched several of them.

I: **Did you watch any political advertisements that featured children?**

K: Yes, please. I saw a lot of political advertising featuring children.

I: **Can you describe any one of such advertisements that featured children?**

K: One of our advertisements shows a child walking with the mother on an untarred road in a community. The little girl sees a poster of our presidential candidate, Nana Addo Danquah Akuffo Addo, on a wall of a pink house along the road. She draws her mother’s attention to the poster and narrates the concept of the free SHS to the mother. The little girl explains that it will help the mother to save the mother she would have spent on her SHS for a tertiary education instead. The mother after the necessary interrogations is convinced and influenced to advocate for eligible registered parents and adults to vote for the NPP and the free SHS policy.

I: **What is your view on the use of children in political advertising?**

K: Well, it was full of positivity. Look, politics is about the people and about numbers. So whatever that a party can do to canvass support is what matters. I have a positive view to encourage regular use of children in political advertising because children are a part of the growing society and should be involved in the processes of politics and civic responsibilities. Remember that the children are going to be the eventual benefactors of the political initiative on free SHS education. The free SHS education policy was meant for children. So you could observe that if you have children being part of such advertisements, it gives you the sort of appeal that you want to have and the acceptability among the electorate.

I: **What will motivate a Party to use Children in Political Advertising?**

K: You want to win support and votes of the electorate to gain power. That is the major consideration, nothing more nothing less. Don’t forget that the free SHS directly links to children and their future development. Of course, the primary issue of the 2012 general elections was on children’s education and the ability of parents to finance their children’s education. Once

children are the ultimate beneficiaries, the party was of the view that the message and the concept would be better communicated for the needed effect if children were engaged. In essence, the use of children made the free SHS message more attractive and that gained public attention.

I: Are you sure? Do you think involving children in political advertising market your candidate better?

K: Yes, I can tell you. We are a developing country with a lot of children not having access to school. When children are involved to communicate this education policy of the party to the electorate, it would impact on the emotions of parents and elderly who would listen. Eventually, the hopes and dreams of parents to see their children through to the tertiary levels of education, will be amplified to consider the message being delivered by the children who are direct beneficiaries. It is also true that children possess some influence on their parents regarding issues directly link to children. Kids who are 18yrs and promised free SHS will go home and explain to their parents. Parents obviously if they understand their kids will vote accordingly. So children have some influence here

I: What is Your Opinion on Suggestions to Regulate the Use of Children in Political Advertising?

K: I think it is in the right direction to avoid any negative exploitations of children in political advertising. I will not go for a ban though but I believe that some regulatory measures would be necessary to modulate children's engagement in the general political activities. I don't see any ethical or legal problems using children to communicate political message if the agenda is meant for a positive outcome which, especially, bothers on children. We should encourage it for positive ends but not for negative motives. May be we can have a control measure that stipulates that children under 12 or 13 years should not be engaged in political advertising and so forth. We shall surely respect a regulatory instrument like that but until then, we see nothing wrong with using children in political advertising

I: In what ways do Children in Political Advertising Influence the Electorate

K: The party looks at the demographics of the target audience and their dire needs in order to fashion the needed strategies to execute our agenda. The focus was on children's education and children appeal to the heart and minds of their parents in different ways. The passion, the tears and the pestering attitudes of children are very strong to induce influence in adults. When you look at the compound house living in our Ghanaian culture, children are able to socialize well with other peers and families, to some extent, with even grown-ups. The child who is promised free education will always remind his or her parents and family members to ensure that it is provided. Children have some influence on parents in terms of decision making on issues that affect them (children) directly. This influence is evident in product advertisements where children pressure their parents to buy for them certain food items or toys advertised on television. I believe that, if free SHS education was to be put on any measuring scale, in terms of influence, the advertisements convinced a lot of parents or families to support the NPP, although, I do not have any empirical evidence at the moment to back this assertion. As parents and elderly, we are more attached to the needs of our children and will go all out to obtain for them. In this way, parents will then consider the lessened financial burden and the chance to save for other equally important things in the family. In the process, they will be influenced to supporting the party and vote eventually for its candidate.

I: What are the possible Benefits Children in Political Advertising stand to gain?

K: When we engage children in our political advertising strategy, it is not only the party that benefit but the children who are featured in also benefit in some ways. The exposure alone in the media is enough for the child. The children in the advertisement serve as inspiration for peers who watch them to aspire to have such opportunities. This exposure and experience the child gains often encourage them to aspire to become a star or celebrity. In some cases, such children are motivated to discover their talents.

I: Will You Advocate the Use of Children in Political Advertising in Ghana and Why?

K: Oh yes! Personally, I find it strange when people criticize the use of children in political activities especially where the issues directly affect children and concerns them. It's about time we did away with the Ghanaian thinking that children should not question or find faults with adults' decisions and actions. I have a problem with this type of social culture. Even if the UN standard becomes the yardstick, you are referring to persons from infancy to 16 years as children; a lot of them are far intelligent than some others we consider as adults by age. There are people as young as 15 and 16 years in tertiary levels of their education. Are they children to undertake university level intellectual discourse in their various disciplines? We are in a global village and we should begin to involve children in the management and decision making process in the private family settings and the public at large. For instance, as a father, you can give the little child the chance to contribute to family discussions on issues. This will motivate and spur on the child to begin analyzing things and take simple decisions in the process.

I: Are there Possible Risks associated with Using Children in Political Advertising?

K: I think the focus should rather be on the positive aspects and the many benefits this engagement brings to the children. It is a fact that our democracy and political discourse have not been in existence for long. Despite its attendant issues of attacks, verbal exchanges and vitriolic comments, the fact remains the children ought to be involved in issues that bother on their growth, development and future aspirations. Like in every human activities, there may be some negatives and positives. Let us all look more at the positive aspect and the benefit children gain when they (children) are featured in such political advertisements.

I: What Specific Ethical Issues do You Associate with Using Children in Political Advertisements?

K: Look here, my friend, I don't foresee any ethical issue when children are made to communicate matters that concern them in political advertisements. I think the use of children in political advertising should be accepted and embraced in our Ghanaian politics just as we see in commercial advertisement. I rather see it as a form of education and training process for the children as they grow. My understanding is that when children are engaged in issues of politics and electoral matters at tender ages, they tend to be more analytical, understanding and responsive of the developing issues in society as they grow.

I: Don't you think politicians rather abuse the rights of children by engaging them in the advertising?

R: I have different opinion altogether. I have seen a 16-year old girl in University as a first year student. It is not strange. I have also seen a 19-year old finishing a 4-year degree programme at a university. I think it depends on the level of understanding of issues involved when children

are to be used. This is because we also have some social responsibilities to these children as politicians.

I: What is your opinion on, “It is fair to use Children in Political Advertising”, in the Ghanaian Democratic Culture?

K: There is nothing unfair in this that we are putting across. We want the kids to know that the message is for them and it will better their lives. I think it is important to involve the children in early stages of our politics. I want to make this clear. As long as society considers it fair and normal to engage children in commercial advertising on materials related to the needs of children, we (politicians) do not see the engagement of children in political advertisements as unfair. When it is for positive ends, we should encourage it as mature people who need to show the way to facilitate the political knowledge acquisition of these children as they pass through the various developmental stages. We have the duty to ensure that the right things are done.

Thank you Director. Hope to meet again at an appropriate time to chat on other matters.



Appendix 9

Transcription of an Interview with the Regional Communication Director of the National Democratic Congress (NDC) on Tuesday, 17th February, 2015 in his Office in Sunyani. (11:30am to 12:25pm)

(‘I’ represents Interviewer and ‘K’ represents Key Informants)

I: Good Morning, Honourable

K: Good Morning officer

I: Are you a registered voter?

K: Yes, I am.

I: Do you belong to a political party?

K: Yes

I: Did you watch political advertisements during the 2012 campaign?

K: Yes, I did.

I: Did you watch any political advertisements that featured children?

K: Yes, mostly in the electronic media.

I: Can you describe any one of such advertisements that featured children?

K: Alright. In this advertisement, some school pupils in their uniforms sharing their experiences with the public on the better Ghana agenda regarding the free school uniforms, free lap-tops and other educational materials including exercise books, teaching and learning materials all for the purpose of ensuring quality education. The testimonies of the pupils, who are direct beneficiaries of the quality education policy of the NDC, is meant to inform and advise the public not to be swayed by the NPP free SHS which was a mere political talk.

I: What is your view on the use of children in political advertising?

K: Thank you very much for the question. Actually, the very day that I saw the advertisements on television where children are used in the political message delivery. Although I was not happy about it, I had to agree with my party position to engage children in the advertisement. This is because looking at the age of the children being used was far below the 18 years that is recognized. It will interest you to observe that the NDC as a party, spoke against the use of children in political advertising by the NPP even as far back as the 2000 general elections. I am of the view that if an individual has the right to register and vote, it means that person has equal right to also engage in any political activities. So those children who weren't up to that 18 years of age and were being used in the advertisement was not the best though.

I: What will motivate a Party to use Children in Political Advertising?

K: The reasons why parties used children in campaign advertisements was to achieve our set target of influencing the electorate through the emotional appeals children are endowed with. Besides, the thinking is that if children are following a political party or candidate, it means the candidate has the endorsement of children and that will impact on parents to also consider

supporting that candidate. Again, it is based on the type of message for the campaign. For instance, the emphasis on education requires the use of children who are beneficiaries to lend support to the claims of the party. If the message goes for the children and will benefit them, a political party will involve children to communicate to the electorate. Interestingly, my party also engaged children in political advertising in a counter move to the NPP's free SHS. We also decided to engage children to tell the good story of our party policy of quality education which the children are entitled to. In doing that the children were able to communicate to the electorate that even when school fees are paid, children do not have tables to write on, books to read, uniforms to wear, chairs to sit on, classrooms to study, and competent teachers to guide us.

I: What is Your Opinion on Suggestions to Regulate the Use of Children in Political Advertising?

K: I do agree to any regulatory measures that will enable politicians to engage qualified children to be used in political advertisements. I think it will go a long way to manage the situation to prevent wanton use and possible manipulation in view of the vulnerability of children. For my personal view, a child of 15 years and above in our modern day world should be allowed to participate in political advertising and other activities.

I: In what ways do Children in Political Advertising Influence the Electorate

K: The message of my party to the electorate was on quality education. Is there any parent who doesn't want quality education for the child to become somebody in the future? Ahaa, the message itself has influence when it gets to you. We engaged children in the advertisements to appeal to the interest, hopes and feelings of parents and elderly to consider making right decisions to ensure that children get quality education for a brighter future. It is a general knowledge that children are capable of influencing parents and adults when it comes to materials or issues concerning them and their needs. For instance, let me tell you my personal experience with my 11 year old daughter. This girl was able to convince me from contesting a national position of my party in 2010. The emotional sentiments with tears in her eyes for the fear of not having her daddy around often times dissuaded me from following my ambition. I cherish her so much and want to make her have the best in this life. In this way, children communicating the message will attract parents and the electorate the more to secure that future for their beloved young ones. Don't also forget that the illiteracy rate among the electorate in our society.

I: What are the possible Benefits Children in Political Advertising stand to gain?

K: I hope people will agree with me that it is not common and easy to find yourself in the media, especially, as a child. Therefore, when politicians engage such children in political advertising, it inures to the benefit of the child more than the attainment of the intentions of the party for which they (children) are used. I say this because it gives the child a nice platform to become a star or artiste in one way or the other. In the process of shooting and acting, the child comes into contact with media practitioners, directors and managers who are able to guide the child to discover some hidden talents. Besides the financial and material benefits, such children are seen by their peers as special in schools and the vicinities. This boost the confidence of the children being used in the advertisements.

I: Will You Advocate the Use of Children in Political Advertising in Ghana and Why?

K: To some extent, yes, I will advocate the use of children in political advertising, especially, when the issues directly concern and affect children in society which need to be addressed. This is because there are some issues children are best communicators. For example, when you talk of free school uniforms, exercise books, free school feeding, and the likes, it will look awkward to use adults to communicate this for the electorate to be convinced. The influence will be very insignificant unlike children being used.

I: Are there Possible Risks associated with Using Children in Political Advertising?

K: I think sometimes we as Ghanaians overdo certain things wrongly. Why would somebody attack an innocent child just because he or she featured in political advertisement? Politics in Ghana is becoming crude and dirty. May be that could be the reasons a lot of people criticized us for using children in our political message delivery. I guess because we don't possess the same levels of understanding to issues that is why some opposing activists would attack, discriminate and hate these children. I have also been told of some parents in the vicinity of a child who featured in my party's advertisements that their children should not mingle with the girl anywhere. Should we go to that extent of putting enmity among growing children for the sake of politics? It surprises me often times to hear these things in our society.

I: What is your Opinion on, "It is fair to use Children in Political Advertising", in the Ghanaian Democratic Culture?

K: I do agree with the point that it is fair to use children in political advertising. If the issues are directed at children, I don't see any unfair play here to use children. The kind of appeal and inducement of interest in parents/adults when children present a message will be missing should grown-ups be used. Political advertising is for positive ends and should be encouraged.

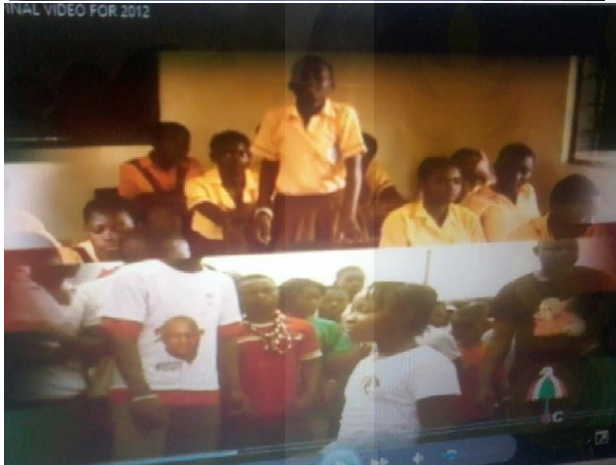
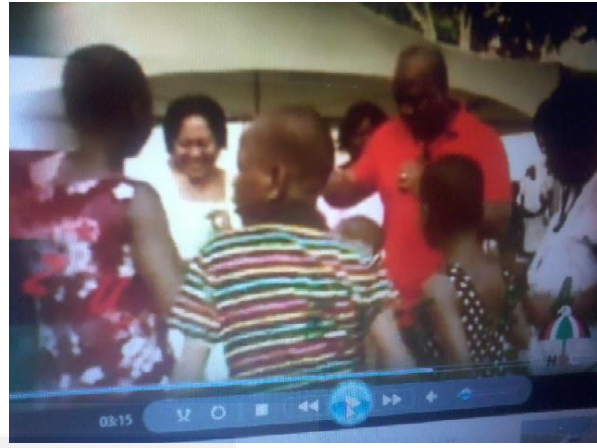
I: What Specific Ethical Issues do You Associate with Using Children in Political Advertisements?

K: Ethical one will fault the politicians for engaging innocent children. Like I said early on, it depends largely on the kind of message and the target audience. We (political parties) are not interested in exploiting these children nor manipulate them for any political expediency. Engaging the children in the adverts did not breach any ethics or abuse any rights or harm any child. So I don't see any ethical skirmishes in this endeavor.

I am very grateful for your time and contributions. Thank you very much.

Appendix 10

The NDC Advertisements (images) depicting Children in Political Advertising



Appendix 11

The NPP Advertisements (images) depicting Children in Political Advertising

