

UNIVERSITY OF EDUCATION, WINNEBA

**COVID-19 AND GHANA'S QUEST FOR HERD IMMUNITY:
A RHETORICAL DISCOUSE ANALYSIS OF THE
PRESIDENTIAL "UPDATES"**

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DECLARATION

Student's Declaration

I, **Suhaib Sulemana Nimbang**, declare that this thesis, with the exception of quotations and references contained in published works which have been identified and duly acknowledged, is entirely my own original work and has not been submitted either in part or whole for another degree elsewhere.

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SUPERVISOR'S DECLARATION

I hereby declare that preparation and presentation of this work was supervised by me in accordance with the guidelines for supervision of thesis as laid down by the University of Education, Winneba.

SUPERVISOR'S NAME: DR. ALBERT AGBESI WORNYO

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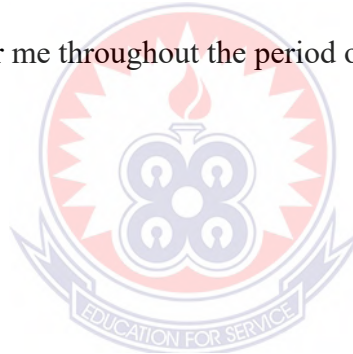
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DEDICATION

This work is contentedly dedicated to Allah; the Mighty and Majestic, for His boundless favours upon my life; The favour of life, fitness and the spirit of resilience with which I ably and mysteriously defy all the odds to realize this enviable academic feat. All glory is due His name.

I also heartily dedicate this research to my beloved father; His eminence, Sheikh Alhaji Suhaib Iddrisu, the man whose outstanding tenacity and wise counsel gave life to this celebratory reality. And to my dearest mother who has been so caring and understanding.

To my wife; the goddess of beauty; Inusah Mariam Pagnaa and our dazzling princess Iman-Kataali; I present this to you as a citation of honour for the extraordinary sacrifices and support for me throughout the period of my studies.



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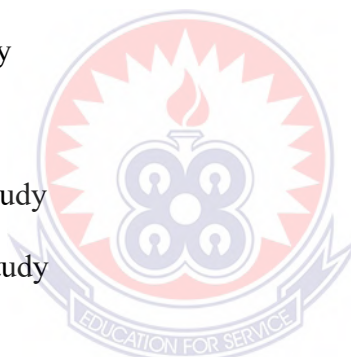
May the blessings of Allah S.W.T be upon us all.

ABSTRACT

This study interrogates the covid-19 addresses of president Nana Addo Dankwa Akufo-Addo to discover their inherent rhetorical appeals and goals. Qualitative content analysis was the design for the work, by which the research officer purposively sampled five (5) COVID-19 addresses of the president for interpretive analysis. The focus of the study was on the covid-19 addresses delivered between February 2021 and March 2022 which were rhetorically analysed based on the Aristotelian rhetorical theory. The study found numerous persuasive strategies that exposed the presence of Aristotle's triad of appeals; ethos, logos and pathos in all the five selected update speeches. The findings of the study revealed further that, appeal to exemplary leadership, expert approval and trust in authorities were used under ethos while appeal to fear and empathy, nationhood and optimism are appeal types found to have depicted the patho-centric mode of persuasion. And the type of appeals which exemplified logos include; appeal to logical argumentation, datadriven policies and statistical data. Again, achievement of zero COVID-19 active cases in Ghana was found to be the overarching persuasive goal and two other supporting goals of attaining a vaccine-induced herd immunity and adherence to the COVID-19 safety protocols. The study also conclusively upholds the effective utilization of Aristotle's trichotomy of appeals by Mr. Akufo Addo in his addresses to strategically influence an appreciative response among his audience, on the fatality of the virus, efficacy of the COVID-19 vaccines and adherence to the safety protocols. Suggestions were made to the effect that; subsequent studies could examine the impact of the persuasive techniques employed by the president on the Ghanaian populace. And replicating this study on the other covid-19 speeches by the president, apart from the ones selected for the current study.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

Inherent in every human communication is the intention to inform, educate through communication. According to Aristotle; the famous Greek philosopher and rhetorician, rhetoric can be defined as the capability of the rhetor or author to identify, under any peculiar situation of communication, the convenient ways of persuasion. Knowledge about the meaning of rhetoric makes it easier to guess the explanation of rhetorical analysis which is what this study is about.

The genesis of modern rhetorical studies can be traced to ancient Greece during the fifth century B.C when the Isocratean, Aristotelian and platonic viewpoints of rhetoric, as manifested in their rhetorical instruction occupations, writings and establishment of educational institutions in Greece, gave form to the development of the art of rhetoric (Aristotle, 350 BCE, Kammonen, 2022 and Amaireh 2023).

The need for all-inclusive participation in the affairs of government led to the coming to light of democratic governance in Athens-Greece. The efficacy of one's participation hinged on his or her ability to use language proficiently in public speech (Aristotle, 1991;2007). Knowledge in public speaking became a core determinant of pleasure, comfort and dignity in Athens. The absence of legal practitioners in Greece at the time further underscored the criticality of learning and mastering the art of public speaking because every plaintiff and defendant needed such knowledge and skills to succeed in their prosecutions and defences in a court of law (Aristotle 1991;2007). The desire to learn the skills of persuasive speech was rife which gave rise to a group of skilled educators known as "sophists" who taught learners how to develop persuasive argument in speech or communication, thus rhetoric.

Nordquist (2019) postulates that rhetorical analysis is a form of detailed or thorough reading which makes it possible to peruse words and sentences to discover the rhetorical ideologies adopted and to explore correlation among a text, a rhetor and audience. He further asserts that, many different communication materials like a piece of writing or image in the form of a lecture, articles, compositions, pictures and other literary works could serve the basis of rhetorical analysis, where the literary work is seen as a tool for communication.

Rhetorical analysis in Caulfield's (2023) view, is an essay kind, that critically scrutinizes text with a rhetorical spectacle which is more interested in how the rhetor says what is said, considering the purpose of what is said, the strategies employed to say it and how it persuades the reasoning of the audience. In tandem with Caulfield's explanation of what it means to conduct rhetoric analysis is that of Bertulino (2022) who understands the term as an examination of the extent to which an author or a rhetor selects and makes use of words in a particular fashion to effectively influence a given audience. The word "rhetoric" originates from a Greek terminology "rhetor" which means a speaker, precisely, a speaker at a public assembly or law court, like the acts of a politician (Aristotle 1991;2007).

The conduct of a good number of world leaders during the height of the Covid-19 crisis resonated with the belief of Cart (2014) who posits that, rhetoric may be a more potent tool for inspiring trust and confidence among citizens during health crises. Many leaders of nations constantly addressed their people about measures or policies adopted to contain the spread of the coronavirus. Corresponding to Cart's position is the multiplicity of scholastic inquiries into the speeches or addresses of heads of states to discover the rhetorical strategies or persuasive appeals employed to influence and direct their audiences towards a successful fight against Covid-19 pandemic. Cart

(2014) believes that, studies on rhetoric of Heads of States in the world is on the ascendency, serving as a means of enhancing efficiency in the realm of political campaign and productive leadership.

Emergence of COVID-19

The entire world became a chaotic scene when the nocuous coronavirus reared its head from Wuhan in the Hubei province of China. Precious lives and livelihoods, essential businesses and jobs suffered inestimable ruination as a result of its emergence, lethality and high prevalence rate, “spreading to all corners of the globe” Habwe and Ndung’u (2022). The exigency of the time demanded from leaders of the world to adopt both proactive and reactive strategies including keeping touch with their compatriots, giving them accurate and timeous information in a highly comprehensive manner consistent with expert advice to curb or contain the spread of the deadly pandemic within their respective nations (Habwe & Ndung’u 2022).

Communication and rhetoric for that matter became one most potent tool under such health crisis to inform, reignite hope and confidence, reaffirm trust and reassure the masses of a government’s preparedness to defeat the virus and bring the situation under control, thus seeking their contribution and support in that regard. This had been the practice of many presidents of nations immediately Covid-19 was declared a pandemic by the World Health Organization like (Dotsey, 2021).

The Aristotelian triad of persuasive appeals has served as an underpinning theory to several studies conducted on analysing presidential rhetoric during the Covid-19 pandemic. Rencewigg et al. (2022) examines the rhetorical techniques employed by Narendra Modi; India’s prime minister to persuade the Indian citizenry towards observing the “Janta curfew” or people’s curfew as a way of preventing the spiralling of the coronavirus within the Indian jurisdiction, and to ascertain the efficacy of such

techniques. The study was carried out on Modi's televised speech to Indian citizens on 19th March 2020 which regards the success of the curfew as the direct consequence of the unique strategies employed by the prime minister. Another scholarly inquiry of analysing rhetoric of heads of states is seen in Amairh (2023).

A study which has analysed the English speeches of King Abdullah II of Jordan during the Covid-19 pandemic for persuasive appeals relative to the famous rhetorical triangle as propounded by Aristotle, in a corpus-based study, the inquiry explored ways by which the King tried to convince his audience to share his ideas and perspectives in the fight against the noxious pandemic. The study discovered the deployment of the tripartite appeals of persuasion (Ethos, pathos and logos) and unifying figurative expressions to influence his Jordanian audience towards the containment of the virus.

Two separate studies of speeches and messages of President Joko Widodo of Indonesia have been subjected to academic scrutiny to identify the persuasive strategies adopted by the president. For instance, Ahmad (2021) identified the type of Aristotelian leadership models employed by Joko Widodo during the Covid-19 pandemic and the extent to which such models have been used before and after the semi-lockdown policy in Indonesia. The findings, overall exhibited that either before or after semi-lock down policy was being implemented, President Joko Widodo preferred adopting the identification, authority and directive rhetoric and the etho-, logo-, and patho-centric Aristotelian rhetoric models of leadership.

Al-lail (2022) on the other hand conducted rhetorical analysis of the statements of the Indonesian government relative to the coronavirus crisis in newspapers. The main purpose of the study was to identify the rhetorical devices in the government's statements contained in articles from the "Jakarta Post", published in March to

December 2020. The Aristotelian appeals were found to be utilized by the Indonesian government in its statements in an attempt to direct the conduct of the audience.

Using rhetorical and pragmatic perspectives, Richard (2022) studied the persuasiveness of President Muhammadu Buhari's Covid-19 addresses of March 29th and April 27, 2020. Theories underpinning his research included Aristotle's pillars of persuasion and pragmatic act theory. The study inquired into how ethos, pathos and logos appeals were unleashed through the president's communication, to exert influence on Nigerians, seeking their support in the fight to terminate the disease. President Buhari's huge preference and usage of ethical and emotional appeals in his speeches was revealed through the study. Persuasive tactics ingrained in Cyril Ramaphosa's Covid-19 oration has also been investigated through academic inquiry which uncovered greater utilization of the ethos appeal and war metaphors or themes. (Maubane & Mangolothi 2020).

A multitude of research studies have been done on analysing the Covid-19 orations of most world leaders when the ferocious beast of a health crises struck the world, forcing these leaders to among other interventions, provide accurate and timely information to their compatriots about the disease and ways of dealing with it through regular addresses and interactions. Almost all these studies were conducted around the containment of the virus by means of persuasive speech.

Albeit the myriad of research works on presidential rhetoric on Covid-19, minimal articles can be cited on rhetorical analysis of president Akufo-Addo's Covid-19 update speeches. For instance, Dotsey (2021) conducted a rhetorical study of AkufoAddo's Coronavirus addresses relative to campaign rhetoric. The study's main objective was to investigate the extent of correlation between the president's speeches and campaign

rhetoric. This study aims to widen the scope and advance the frontiers of existing research on the persuasive strategies adopted by president Nana Addo Dankwa Akufo Addo under her fourth republic during the Coronavirus pandemic.

1.1 Statement of problem

Kafle (2010) posits that the study of rhetoric, especially in every human fraternity has enormous imperatives. It offers multiple opportunities to students of communication, leaders, politicians, business personalities, legal and medical practitioners to explore and discover germane and convenient ways of persuading people to act favourably to their course or pursuits. Kramer (2022) contends that the study of rhetoric inspires critical thinking as it exposes, through inquiry, the “Thought Processes” of an author or orator.

Rhetorical analysis equips people like, politicians, leaders and communicators with the skill to decipher between potent and impotent strategies of persuasive communication while aiding the audience or listeners to fish out ruinous manipulative techniques by the rhetor. It also trains them to be able to properly create and organize text or speech for the achievement of a desired effect (Kafle, 2010). The multifaceted nature of the art of rhetoric, ranging from its dimensions, components and students or professionals, it needs multidisciplinary knowledge to ably comprehend the context of communication, the psyche of the audience and appropriate choices of rhetoric appeals.

Upon the discovery of humongous information captured on organizational websites coupled with the age of internet in which the world finds itself where assessing information online is the order of the day. Baab (2008) conducted a rhetorical analysis of the websites of sampled congregational churches to examine how these churches or congregations build or portray their images on their websites. The study also examined

the forms of communication expressed on these websites so as to scout out the persuasive techniques adopted by these churches in their disciple making endeavours.

Baab (2008), based on the number of webpages contained on a church's website, selected two prototypes for each of the "Three American protestant Christian movements" which include the Megachurches, the Mainline churches and the Emergent churches, it critically scrutinized the websites of the selected religious organizations to unearth visual and verbal texts and how metaphors are deployed to influence prospective visitors to the site. The websites of the six sampled churches showed three congregational categories, where each of these categories metaphorically depicted an American societal ideology or value system. For instance, the trendy coffee house is one of such ideologies as portrayed by the emergent churches. The Megachurches constructed the value of the family and the home. Inclusivity and embracing diversity created by the mainline congregations. (Baab, 2008).

Hart and Childers (2005) employed "Diction", a computerized programme of analysis to investigate the campaign rhetoric of president George W. Bush in 2000 and 2004. The inquiry juxtaposed the rhetoric style of Mr. Bush with that of his predecessors like Harry S. Truman and Ronald Reagan. The study also investigated the linguistic diversity of Mr. Bush in his campaign rhetoric of 2000 and 2004. While Hart and Childers (2005) discovered a huge deployment of the hortatory style by Mr. Bush during his 2000 presidential campaign where he dwelled on the prevailing conditions of the time and needs of the electorates, a switch in style was exposed when Mr. Bush was found to have preferred the use of the narrative style in his 2004 electioneering campaign which is in consonance with the choice of style of most sitting Presidents. The unique narrative of the famous September 11 terrorist attacks where George Bush regime was offered a fine storyline for a campaign rhetoric (Hart & Childers, 2005).

The classical persuasive appeals were evoked by Savolainen (2022) to investigate the employment of rhetorical tactics by two categories of people in an online discussion, define as vaccine supporters “pro-vaxxers” and vaccine refusers or “antivaxxers”, to gauge the credibility or authenticity of sources of information of covid19 vaccines. Data in the form of 2257 posts by people was gathered at suomi24; one of the biggest, free and anonymous discussion forum in Finland. Of the myriad of sources of coronavirus vaccine information, participants consistently touched on personal source, persuasive materials, and news and national and international health agencies. Both groups were critical of sources advocated by the opponent (Savolainen, 2022). The inquiry realized the popularity of pathos-related strategies where ad hominem tactics were invoked to decide the credibility of Covid-19 vaccine information sources by both vaccine supporters and refusers, followed by the ethos and logos techniques.

Consequential to every public health emergency is the swift actions and response of world leaders to bring the situation under control, thus utilizing diverse rhetorical strategies to persuade their audiences to repose trust in duty holders to appropriately deal with the crises. Covid-19 pandemic was not any different when it first struck the world from China, giving rise to studies around rhetorical analysis as world leaders and requisite agencies searched for cogent ways to influence the masses on the containment of the virus.

In a comparative rhetorical analysis, Murphy and Kirk (2022) examined the persuasive strategies of three different American presidents. Eisenhower, Obama and Trump, each of whom have had a fair experience of leading a country during a public health crisis. While Eisenhower and Obama faced Polio and Ebola epidemics during their respective tenures, President Donald Trump’s tenure witnessed the most devastating pandemic which ruined lives and livelihoods. The exigency of the time demanded from the

President a way to assuage the fears of the American populace and to rally their support toward defeating the pandemic. Like Eisenhower and Obama, Mr. Trump adopted strategies that appealed to American exceptionalism to persuade his audience in order to contain the disease.

In addition, Kornblit (2022) explores rhetorical techniques in the first three broadcast speeches of the newly installed Belgian Prime Minister; Sophie Wilmes and how she uses the techniques to inform and convince the populace to abide by the Covid-19 safety protocols. The study analysed the coverage of the speeches in the press relative to its acceptance, comprehension and evaluation in the media space. Similarly, Kornblit (2022) and Richard (2022) also subjected the first two official broadcasts of the President of Nigeria; Muhammadu Buhari on the covid-19 pandemic to critical scrutiny for rhetoric and pragmatic acts of persuasion, using the Aristotelian tripartite appeals. The study found 66 instances of rhetoric appeals from the data, 35 of the instances relating to ethos, 25 for pathos and 10 for logos. A plethora of scholarly inquiries have been conducted on rhetorical analysis of covid19 speeches of world leaders as seen in Ahmad (2021), Amaireh (2022), Al Lail (2022) and Dotsey (2021) and almost all such studies focused on investigating the adoption of persuasive strategies to influence the adherence to the Coronavirus safety measures relative to the containment of the disease. Minimal studies have been done in the area of analysing rhetoric of president Akufo Addo for persuasive appeals. This study aims to explore how Ghana's president under the fourth republic; Nana Addo Dankwa Akufo-Addo employs persuasive appeals to drive acceptance and usage of Covid-19 vaccines to attain herd immunity.

1.2 Objective of the Study

The objectives of the study therefore are to:

1. To identify the persuasive appeals used in the Covid-19 “updates” of president Nana Addo Dankwa Akufo-Addo.

To examine the persuasive goals of the rhetoric appeals in the Covid-19 “updates”.

1.3 Research Questions

Questions that are expected to demarcate the border line for this study include:

- a. What are the persuasive appeals used in the Covid-19 addresses to the Ghanaian public?
- b. What are the persuasive goals of the rhetorical appeals used in the updates?

1.4 Significance of the Study

The importance of this study is inherent in the discovery and provision of viable and potent alternatives of persuasive techniques for use by essential institutions and agencies. The findings of this inquiry will therefore assist the Ghanaian presidency and other leaders of nations, politicians, the Ghana Health Service, health workers’ associations, national and international health organizations, researchers and students of communication to find efficacious communicative ways to deal with a public health emergency. These organizations and the media will also effortlessly glean from the results of this study, productive strategies to attaining a vaccine induced herd immunity under any public health crises. The study will identify the persuasive appeals used by the president in his addresses and the goals of the identified appeals. The findings of this inquiry will well equip politicians, heads of states, directors or leaders of health institutions and organizations and students of communication with workable rhetorical

strategies to effectively drive vaccination among populations as a way of preventing or defeating health crisis.

1.5 Delimitation of the Study

This study is confined to the Ghanaian settings in relation to discourses generated by president Akufo-Addo in ensuring the containment of the novel Covid-19 pandemic. With that, the research mainly focuses on the series of presidential addresses to the nation on enhanced measures adopted to contain the Coronavirus. The study particularly analyses Covid-19 addresses of the Ghanaian president from 28th February 2021 to March 27 2022 on the vaccine roll out plan in response to the pandemic within the Ghanaian community.

1.6 Definition of Terms;

Covid-19

Covid-19 is an infectious disease that affects the respiratory system. It is viral in nature caused by ‘severe acute respiratory syndrome coronavirus 2’ [SARS-COV-2]

Cascella et al. (2022). Covid-19 is an acronym where ‘CO’ stands for Corona, ‘VI’ for virus, ‘D’ for disease and ‘19’ for 2019; the year of its emergence. UNICEF (2020). The origin of the Coronavirus is traced to bats but what is in contention is how the virus ended-up in the human system. The mode of transmission of the virus among human beings is through droplets from the nose and mouth of an infected human being. (Khan et al, 2020).

Coughing, difficulty in breathing, high temperature and sore throat are some common symptoms of the coronavirus.

Vaccines and Vaccination

Vaccine is a medicinal element which is introduced into the human system and other living organisms to induce the production of antibodies to strengthen the immune system against a disease. According to the World Health Organization, a vaccine can be defined as a “tiny weakened non-dangerous fragment of the organism and includes parts of the antigen” WHO. (2020). an antigen is a part of a disease-causing organism which when made weak and introduced into the system of a living thing, it causes the production of antibodies which fight the organism causing the disease. Vaccination on the other hand is the most efficient, less costly and surest way of enhancing the safety and health of human beings, such that, these vaccines are inoculated into their system to arouse the production of antibodies to sure up their immunity against a virus or disease. Lahariya. (2014).

Conspiracy Theory

The term “Conspiracy theory” became popular in the 1950s through the making of Sir Karl Popper. Falsification is at the heart of such theories which is concocted with evil intentions and interest by some group of people. Coady. (2021).

A theory that tries to offer explanations into the unfortunate occurrence of disasters, calamities and tragic events, portraying it as being born out of the actions of a small powerful group, can be termed as a conspiracy. Reid (2022). Conspiracy theories are underhand plans or plot to misinform a group of people or public in ways that impugn the integrity and reputation of some powerful persons or group of people. The emergence of the Covid-19 pandemic has birthed many such conspiratorial ideologies like the widespread theories that, “Coronavirus is invented as bioweapon in mounting friction among strong nations” and that “the spread of the coronavirus is related to the 5G technology” Banai et al. (2021). Kim & Kim. (2021).

Presidential Updates

This refers to the series of addresses delivered to Ghanaian citizens after cases of the Coronavirus were recorded within the confines of the Ghanaian borders, to update them on measures adopted by the central government to fight the virus and encourage them to contribute their quota towards the containment of the virus within the country. The first of such updates or speeches came in March 2020, a couple of days after Ghana had celebrated her independence day and a day before she recorded her first two cases of Covid-19. Akufo-Addo. (2022). Since then till now, the government and for that matter the president, has delivered 29 speeches of such updates the most recent one of these addresses was delivered in May 2023.

Herd Immunity

According to the World Health Organization “herd immunity is a concept used for vaccination, in which a population is seen as protected against certain virus or disease like the Coronavirus, if a certain threshold of vaccination is reached” for every disease or virus, there is specific threshold of vaccination or percentage of the population that should be vaccinated to acquire absolute protection for the entire population. (WHO, 2020). Take Measles for instance, it implores a herd immunity of about 95% of the population being vaccinated. This means that for a particular population to achieve absolute immunity against Measles, then 95% of such population must be vaccinated against that disease so that the 5% unvaccinated population will be protected by the fact that, the disease cannot afford to spread among the higher percentage of the population who are vaccinated.

1.7 Organization of the Study

The study tries to investigate the persuasiveness of president Akufo-Addo’s Covid-19 speeches on Ghanaians, relative to vaccine acceptance and adherence to hygiene protocols. This research is segregated into five (5) chapters. Aside from the study

background, statement of problem, research objectives and questions that are discussed in the opening chapter, the broad introduction to the study and its inherent restrictions are dealt with herein. The second chapter unfolds with a review of related literature to this research. It also examines the conceptual and theoretical underpinnings of the study. Chapter Three portrays the methodology adopted by the researcher to sample participants for the study, collect data and analyse such data meaningfully. It also touches on sources of data and the research approach and design the study intends to employ. The fourth chapter presents research findings which is the outcome of the analysis of data gathered for the study and the discussions of these finding. Chapter five being the last chapter, explicates the major findings on which basis the researcher draws conclusions to proffer recommendations and suggest areas or topics for future studies.

1.8 Chapter Summary

A general introduction of this research has been presented to cover the explanation of rhetorical analysis, the origin of rhetorical studies and a review of similar studies which lead to the announcement of this inquiry. Following this, is the problem statement which mirrors the vast carnage and destruction of the pandemic on human lives and the Ghanaian economy. Assessing the influence of the presidential updates on the population vis-à-vis Covid-19 vaccine acceptance and the rhetorical examination of these speeches are the objectives of the study. Research questions mention what dominant persuasive appeals are found in the updates and how in persuades the generality of the masses. Discovery of workable persuasive strategies to sway a group of people towards vaccination in times of health crises constitute an indisputable significance of this research. The chapter closes on some restrictions of the study

CHAPTER TWO

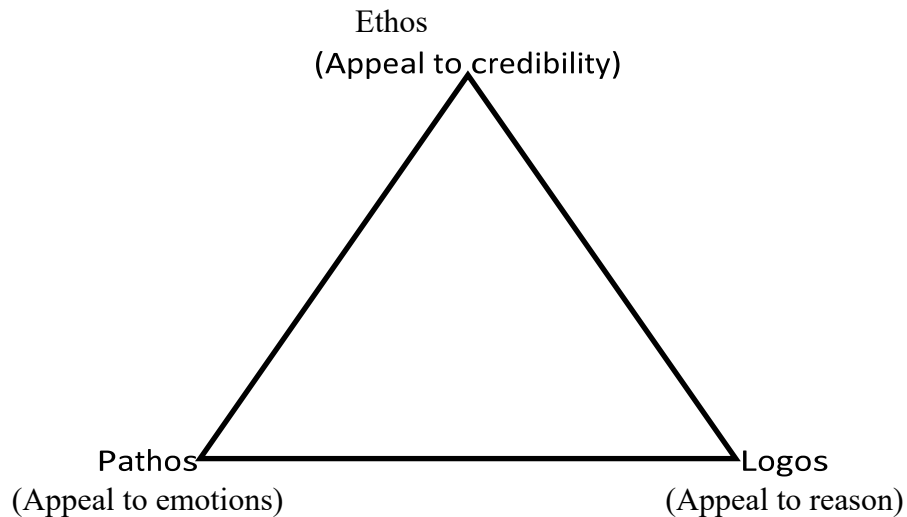
LITERATURE REVIEW

2.0 Introduction

The researcher, under this chapter, tries to review essential literature relative to the topic especially its objectives. A segmentation of the review is done in the conceptual and theoretical realms where under the conceptual review, the researcher examines concepts or terminologies pertinent to the study. The theoretical review category offers an opportunity for the exploration of theories that underpin the inquiry to help explain the foundation of the study in existing theory.

2.1 Theoretical Framework

The theoretical underpinning of this study is the Aristotelian triad of appeals. It is postulated that albeit the classical origin of Aristotle's rhetorical theory, it is yet widely employed by rhetoricians and researchers alike in analysing discourses of world leaders and famous folk for persuasive strategies they adopt to influence their audience (Amaireh, 2023). Torto (2022) believes that the Aristotelian rhetorical theory can be used as a potent weapon for attaining persuasion in discourse. He further posits that the theory has served as a lens with which many researchers have carried out thematic analysis of persuasion. Torto's contention also include that, the goal of rhetorical analysis reflects the strategies of persuasion utilized by an author to realize his or her rhetorical aspirations and the effect the usage of rhetoric may exert on an audience. Aristotle propounds a trichotomy of persuasive appeals in Greek terminologies which he termed as modes of persuasions. These appeals are; ethos, logos and pathos. He asserts that, the artistic means of persuasion in discourse hinged on the triad of profs; Ethos (human character or ethical appeal), Logos (logical reasoning) and pathos (human emotions or emotional appeals). This can be diagrammatically represented in a triangular form as seen below.



A study that bears almost indiscernible qualities with the current study is Amaireh (2023) which also employed the Aristotelian rhetorical theory to investigate persuasive techniques adopted by the leader of Jordan; King Abdullah in his Covid19 English speeches to influence his Jordanian compatriots and audience. The King's speeches were scholastically diagnosed to have contained all three modes of persuasion as propounded by the famous Greek philosopher and rhetorician; Aristotle. The study also found out that, King Abdullah tried to build a bond of unity with and among his audience by utilizing a rhetorical strategy like the consistent usage of the all-embracing pronoun "we". Al-lail (2022) also used Aristotle's rhetorical theory to explore the devices of rhetoric used in the statements of the Indonesian government during the corona-virus pandemic as published by the Jakarta post. Albeit the study's concentration on statements published from March 2020 to December 2020, it revealed that all trial of Aristotelian rhetoric appeals (means of persuasions) were used as persuasive strategies with the ethical appeal being the dominant followed by the appeal to reason or logic and then the emotional appeal.

Underpinning a good number of rhetorical studies is the Aristotelian rhetorical theory. This work also widens the realm of rhetorical analytical studies, since, it has adopted Aristotle's rhetorical theory as a framework for investigating persuasive strategies in president Akufo-Addo's Covid-19 addresses to the Ghanaian folks.

2.1.1 Ethos (appeal to ethics)

Ethos, as outlined in Aristotle's rhetorical framework, is a persuasive strategy that revolves around the deliberate portrayal of credibility and good character by a rhetor. It is a powerful means by which writers or speakers seek to influence their audience by establishing trust, reliability, and ethical authority. In essence, ethos is concerned with convincing a group of people about the speaker's or writer's trustworthiness and ethical standing.

In alignment with the classical understanding of ethos as a key component of persuasive communication. Varpio (2018) asserts that the credibility and character of the communicator play a pivotal role in shaping how the audience receives and interprets the message. Ethos involves the demonstration of the speaker's or writer's expertise in the subject matter. This can be achieved through showcasing relevant qualifications, experience, or knowledge. Establishing oneself as a credible authority in a given field enhances the audience's confidence in the presented information. Building trust is fundamental to ethos. Rhetors often emphasize their integrity, honesty, and sincerity to create a connection with the audience, when the audience perceives the communicator as trustworthy, they are more likely to be receptive to the message and potentially swayed by the arguments presented (Varpio, 2018).

Professionalism in communication, whether through writing or speaking, adds to the perceived reliability of the communicator. This includes attention to detail, clarity, and adherence to ethical standards.

In addition, Ethos is also linked to the communicator's alignment with the values of the audience. By expressing shared values, the rhetor establishes a sense of common ground, making it more likely for the audience to identify with and accept the message (Alkhirbash, 2016).

Ethical conduct is integral to ethos. Rhetors need to consider and address ethical concerns related to their message. This involves transparency, fairness, and a commitment to ethical principles, which, in turn, enhances the overall ethicality of the communicator.

Also, successful application of ethos requires a keen understanding of the audience. Rhetors must tailor their message to resonate with the values and expectations of the audience, thereby reinforcing their credibility within that specific context. To state in clear terms, ethos operates as a persuasive strategy that goes beyond the content of the message itself. It encompasses the communicator's character, credibility, and ethical stance, all of which contribute to shaping the audience's perception and reception of the persuasive appeal. By strategically cultivating ethos, rhetors enhance their ability to influence and persuade effectively (Aristotle, 350 BCE) For instance, famous celebrities who have built up enviable reputation for themselves are being used by business brands in advertisements to attract favourable human and consumer choices and market, like the flamingo paint advertisement in the Ghanaian media space. Aristotle believes that character is the most authoritative form of persuasion and that listeners can be persuaded through the character of the speaker by way of crafting the text or presenting the speech to depict the speaker's competence and good conduct. Most often than not, human beings are easily convinced by the views or opinions of an objective person on issues of uncertainly. (Aristotle, 1991;2007). Gagich and Zickel (2018) argue that, the ethos appeal has two aspects; the values of the audience and auctorial character or credibility. One way to effectively deploy ethical appeals is

through the inherent projection of the beliefs and principles or values held by listeners for example, nationalism, egalitarianism, equity, self-safety, justice and other forms of religious, social and philosophical standards. In an occasion where a writer or speech maker educes such principles so cared for by the audience in the advancement of his or her argument, it can be cited as an employment of an ethos appeal technique. The other aspect borders on the character and trustworthiness of the author as asserted by (Varpio, 2018; Yaseen et al, 2022; Krishnan et al, 2020). Gagich and Zickel expatiates on the author`s character and credibility to mean a person`s history of conduct and traits, they also state a distinction between character and credibility. When a rhetor possesses and shows good personality traits to the audience, it leads to the attraction of audience trust for the rhetor. Credibility on the other hand relates to the knowledge, proficiency and in-depth experience of the author or speaker in the topic or issue of discussion. When these attributes of dependability are attached to the speaker and made manifest in the text, persuasion of the audience can easily be achieved. In an attempt to exemplify the ethos appeal, Brinks (2019) posits that, a person who hears the phrase “as a medical doctor” at the beginning of an argument about medicine is likely to trust what the speaker will say than hearing the phrase “as a lawyer” at the start of the same argument by another speaker, because the first speaker appears to possess relevant knowledge and experience about what is being discussed. The afore-stated example is buttressed by Woltmann’s (2023) exposition of the ethical appeal, the rhetor’s trustworthiness and mastery of the topic of argument presents a huge avenue for persuasion. Some rhetorical strategies for developing ethical appeals include;

- Direct and Indirect reference to auctorial experience, competence, good character and desired values of audience.
- Usage of patterns of language and style of writing to the comprehension of the audience.

2.1.2 Pathos (appeal to emotions)

Persuasion, as noted by Aristotle in his timeless observations, encompasses a nuanced understanding of human emotions and their impact on judgment. Aristotle's insight, even though expressed centuries ago, remains relevant and continues to be acknowledged in contemporary communication theory. The connection between emotional disposition and human judgment is a profound aspect of persuasive communication.

Human judgment is intricately tied to varying states of emotions, as Aristotle aptly highlighted. The emotional context of an audience plays a pivotal role in shaping their perceptions, attitudes, and ultimately, their decisions. Emotions such as happiness, sadness, kindness, or hostility are not just transient feelings but can significantly influence how individuals interpret information and make decisions.

Authors and communicators, recognizing the power of emotional appeal, can strategically leverage these emotional states to effectively influence their audience. This strategic use of emotions in communication involves understanding the emotional tone of the message, selecting appropriate emotional triggers, and aligning them with the intended persuasive goals.

For instance, tapping into positive emotions like joy and happiness can create a favourable disposition, making the audience more receptive to the message. This positive emotional context can be particularly influential in contexts where the aim is to encourage endorsement, support, or agreement.

Conversely, if the objective is to evoke empathy or a sense of urgency, appealing to emotions like sadness or concern can be a powerful strategy. This emotional connection can lead the audience to empathize with a cause or situation, potentially influencing their attitudes or behaviours.

Moreover, the dichotomy between kind and hostile feelings provides another dimension for persuasive communication. Establishing a connection with the audience through kindness and empathy can foster a sense of trust and rapport. On the other hand, invoking a sense of urgency or concern through addressing hostile feelings can prompt action or change.

In the realm of literature, advertising, public speaking, or any form of persuasive communication, understanding and strategically addressing the emotional disposition of the audience is a potent tool. By doing so, communicators can tailor their messages to resonate with the audience's emotional state, creating a more profound and lasting impact. This artful alignment of emotional appeal with persuasive intent forms the essence of effective communication, drawing on the timeless wisdom articulated by Aristotle.

Varpio (2018) states that, a rhetor seeking to employ pathos-based persuasive strategies ought to deliberately provoke targeted emotional responses from the audience through the text. He further underscores the necessity to direct readers or listeners to perceive the rhetor's argument as essential and noteworthy. Catchy and captivating phraseology for text titles and speech captions and the explanations of same is encouraged by Varpio as a way of developing such perceptions since the title serves as a harbinger to the main content of the text or argument.

Aristotle defines emotions as “moods temporary state of mind, not attributes of character or natural desires – and arise in large part from perception of what is publicity due to or from oneself at a given time”. Aristotle (1991;2007, p.115). Gagich and Zickel (2018, p.107) believe that “emotions can make us (humans) vulnerable and an author can use this vulnerability to get audience to agree that his or her argument is a compelling one” In their opinion, pathos related techniques refer to those tactics that foster audience association with the topic under discussion, the argument and the

author. Deploying this mode of persuasion means changing or stimulating a particular mood or feeling, like sadness, anger, happiness, joy, pride and fear within the audience, for instance, the Ghanaian advert of “heaven” insecticide mosquito spray in which audio visuals of a depressive driver’s mate who is dozing instead of calling and directing passengers, a fearful man who, whilst crying, is also running away from cockroaches in his house and an angry old woman who gives herself a hot slap on her cheek in an attempt to kill a disturbing mosquito, have all been used to sentimentally persuade a targeted audience to purchase the “heaven” insecticide spray and coil product.

Gagich and Zickel (2018) have proposed some rhetorical strategies under the emotional mode of persuasion and they include;

- Detailed descriptions of characters, locations, and occasions or activities that enable the listener to feel or have an imaginative experience of the discursive issue.
- Clear depiction of images of people, locations and circumstance to assist the audience to vividly perceive a dreamlike experience of the events.
- Anecdotal narrations or accounts of happenings which stimulates a bond that drives a sense of empathy among the audience for the character being described.
- Conscious selection and deployment of emotionally expressive words and phrases to particularly evoke the needed state of mind or feeling. This requires knowledge of the nature and characteristics of the audience by the speaker.
- Usage of God-terms. God-terms are defined as argument ending, conclusive vocabularies that we find inherently persuasive because they express our deep

prejudices about what is good, true and beautiful some of these terms include; freedom, justice, duty, democratic and scientific. (Varpio, 2018).

2.1.3 Logos (appealtologic)

Woltmann's elucidation of logos as a Greek term meaning "word" or "reason" underscores the foundational role of this rhetorical appeal in persuasive communication. Logos operates as a potent tool for inspiring individuals or groups to engage in judicious thinking and reflection on a particular claim or idea. At its core, logos involve the strategic use of facts, evidence, and logical reasoning to support and convey a persuasive message.

In the realm of persuasion, logos serve as an intellectual appeal that aims to convince an audience through the presentation of sound and rational arguments. By providing factual information, logical reasoning, and empirical evidence, communicators employing logos seek to establish the credibility and validity of their message. The goal is to appeal to the audience's intellect, encouraging them to critically assess the merits of the argument and arrive at a reasoned conclusion.

The use of logos is particularly effective when dealing with audiences that prioritize rationality, logic, and evidence-based decision-making. In various fields such as academia, science, and business, where informed decision-making is crucial, the application of logos can be instrumental in garnering support or agreement.

Logos operates on several levels, incorporating elements such as statistical data, expert opinions, case studies, and logical reasoning. These elements collectively contribute to building a compelling and intellectually persuasive case. The audience, when presented with a well-reasoned and evidence-supported argument, is more likely to engage in

thoughtful consideration and, ideally, be swayed by the strength of the presented evidence.

Moreover, logos is not solely confined to the presentation of data and facts; it also involves the logical structure of the argument. The coherence and consistency in the flow of ideas contribute to the overall effectiveness of logos. A logically structured argument enhances clarity, making it easier for the audience to follow and comprehend the presented information.

In essence, logos serve as a foundational pillar in persuasive communication, complementing other rhetorical appeals such as ethos (credibility) and pathos (emotion). The strategic use of logos enables communicators to appeal to the intellect of their audience, fostering a sense of reasoned understanding and agreement. As Woltmann suggests, by availing factual information about a claim, logos invite individuals to engage in thoughtful contemplation, thus playing a pivotal role in the art and science of persuasion.

Sirk (2020) postulates about an apparent exemplification of the appeal to logic in contemporary times, being the consistent citation of numerical or statistical facts and data by politicians to validate a policy initiative or programme. Facts, figures, data, composition and quotations from authentic information sources when incorporated in a rhetorical arguments or text, it retains and upholds the accuracy and factuality of what is said or presented through the argument. In the view of Beqiri (2018), a properly advanced logos appeal also builds ethos because the detailed and evidential information about the topic portrays proficiency and knowledge of the rhetor in the topic of argumentation. He believes that, to succeed with logical persuasion, authors must use language that is easily comprehensible to the target audience, one that is devoid of specialized vocabulary and sociolect. Engaging and rousing the interest of

the audience through questioning and commenting on opposing narratives and arguments enables the orator to effortlessly mark out the logical tendencies of his argument to the appreciation of listeners. (Beqiri, 2018). In consonance with Beqiri's proposition are those of Ting (2018) and Krishnan et al. (2020) who depict the application of "argumentation, logic, warrants or justification, claims, data and through appeal to reason. Varpio (2018) sees this particular mode of persuasion as an appeal to rationality which emanates from the lucidity and logical purity of the author's point of view. He also cautions rhetors about the vile effects of logical sophistry on the persuasive potency of a text since logos is ingrained in the reasoning that connect different components of the text together. Further expressed in Varpio's assertion is the contention that, the appeal to logic is not just contained in the authors argument but can also be perpetrated through enabling audience to effortlessly follow the ordered argument of the author through signposting. The term signposting is the use of words like; firstly, alternatively, consequently or phrases like; as a result, and yet, in conclusion, to enable a listener or reader follow the chain of argument of the rhetor.

According to Aristotle, enthymeme and rhetorical paradigms are powerful means of persuasion, he defines an enthymeme "as a rhetorical syllogism from probabilities or signs" In the opinion of Alkhirbash (2016) which is not too distinct from that of Aristotle, an enthymeme is an argumentative statement inherent in which is a single proposition and a conclusion. He declares that is an abbreviated syllogism. Alkhirbash also agrees with Aristotle in his stated distinction between enthymeme and syllogism where the former relates to an inductive conclusion underpinned by probable premises and the latter referring to manifest conclusion emanating from a universally true proposition. A perfect exemplar of an enthymeme can be deduced from the following statements. "Socrates is virtuous; for he is wise" or "if Socrates is wise, he is virtuous" The statement above exposes predictable premises which is characteristics of an enthymeme while a general major and arguable premise "All the wise are virtuous" is

presumed to be known, thus, not stated. Some rhetorical pronouncements are “enthymematic whilst others are paradigmatic, in like manner, a rhetor can either be enthymematic or paradigmatic”. Hence speeches that employs paradigms are not less persuasive, However, those that deploys enthymemes arouse a more pleasing audience response. Aristotle (1991;2007, p.34 and 40)

2.2 Rhetorical situation

The rhetorical situation. serves as a foundational concept in rhetorical analysis, offering a lens through which we can understand the intricate dynamics of communication. Gagich and Zickel (2018) assert that it is a principal constituent of rhetorical analysis, emphasizing its pivotal role in shaping and influencing rhetoric. At its core, the rhetorical situation encompasses the comprehensive set of circumstances that prompt and surround any rhetorical act.

In essence, the rhetorical situation can be seen as the contextual underpinnings of rhetoric. It includes various elements such as the audience, purpose, medium, and the broader cultural and historical context in which communication takes place. These elements collectively contribute to the unique character of a rhetorical situation, providing the backdrop against which rhetorical acts unfold. One key insight emphasized by Gagich and Zickel is that every argument or rhetorical act is situated within a specific act is situated within a specific circumstance or context.

This context is not incidental; rather, it plays a crucial role in directing and shaping the rhetorical act. For instance, the same message might be articulated differently depending on whether it is delivered to a scholarly conference, a political rally, or a community gathering. The specific circumstances influence the tone, language, and strategies employed in the rhetorical act.

Durian (2016) adds depth to this understanding by highlighting the dynamic nature of the rhetorical situation. According to Durian, the rhetorical situation provides an

opportunity for the author or speaker to respond to emergencies or demands specific to a given context. This could involve addressing a crisis, meeting the needs of a particular audience, or navigating a pressing issue. In such situations, the exigency, or the urgency of the matter, shapes how rhetoric is utilized to effectively respond to the demands of the moment.

In summary, the rhetorical situation is a multifaceted concept encompassing the contextual factors that influence and shape rhetorical acts. It recognizes that effective communication is not detached from its surroundings but is intricately tied to the specific circumstances in which it occurs. Analysing the rhetorical situation provides a nuanced understanding of why and how rhetorical choices are made, offering valuable insights into the art and function of persuasion and communication.

Gagich & Zickel (2018) also argue that, rhetorical situation is a concept established from other rhetorical components, the exploration of which components eases the comprehension of the concept. These components include; author, audience, setting, purpose and text. In order to understand the rhetorical situation of a communication act, it is imperative to provide answers to certain vital questions to these rhetorical components. For the purpose of exemplifying rhetorical situational analysis, the researcher uses president Akufo- Addo's covid-19 addresses which is the base document or data for this very study.

2.2.1 Author

In the realm of rhetorical analysis, understanding the author is a crucial component of the broader rhetorical situation, which encompasses the context, audience, purpose, and message of a given text or speech. An "author" is not merely a creator of words but a multifaceted entity that can be an individual or a collective endeavor. This

individual or group of people engages in communication with the explicit aim of instigating change within a particular audience or congregation.

When delving into the rhetorical situation, questions about the author's values and experiential background on the topic become essential. Gagich and Zickel (2018) emphasize the significance of probing into the author's values, seeking to unravel the underlying beliefs, principles, and convictions that may shape and inform their communication. This exploration extends to both individual authors and collaborative groups, acknowledging that the perspectives and values of each member can contribute to the overall ethos of the message.

Furthermore, the experiential background of the author plays a pivotal role in understanding the context from which their communication emerges. Whether drawing from personal experiences, academic expertise, or shared group dynamics, the author's background influences the construction and delivery of their message. Analyzing this background provides insight into the author's credibility, expertise, and potential biases, all of which contribute to the overall persuasive strategies employed in the text or speech.

In summary, as a component of the rhetorical situation, an in-depth examination of the author is essential for a comprehensive understanding of the communicative act. By probing into the values and experiential background of the author or group of authors, one can unravel the intricate layers that shape persuasive discourse and gain insights into the motivations behind the endeavor to effect change within a specific audience or congregation.

Example of author examination for the rhetorical situation of president Akufo Addo's covid-19 updates include that, His excellency president Nana Akufo Addo is the author of the said covid-19 addresses which the researcher in this study subjects to critical

scrutiny. The president is a lawyer and a human right activist. He possesses very little or no background in public health, but being a president, he receives briefings from health experts and essential institutions of state, as far as covid-19 is concerned. It is also his first time as president to have encountered a public health emergency.

2.2.2 Audience

Within the framework of rhetorical analysis, the audience is a pivotal element of the rhetorical situation, playing a central role in shaping the effectiveness of communication. The audience, in this context, is not merely a passive recipient of information but an active participant in the dynamic exchange between the rhetor (the communicator) and themselves. Understanding the nuances of the audience is essential for comprehending the intricacies of the rhetorical situation.

The audience, as Gagich and Zickel (2018) note, is the target of the rhetor's persuasive efforts. It comprises the individuals or groups whom the rhetor seeks to influence, inform, or persuade. Inquiries into the composition of the audience become fundamental, delving into factors such as age, gender distribution, cultural background, and socio-economic status. These demographic details contribute to a nuanced understanding of the diverse perspectives within the audience and allow the rhetor to tailor their message effectively.

Furthermore, exploring the values and background of the audience is imperative. By identifying the shared values or cultural norms that resonate with the audience, the rhetor can craft messages that are more likely to resonate and persuade. This involves recognizing the beliefs, attitudes, and predispositions that the audience may hold, thereby informing the rhetorical strategies employed to establish common ground or challenge existing viewpoints.

An additional layer of analysis involves considering the assumptions the audience is likely to form about the rhetor. This entails examining preconceived notions, biases, or expectations that the audience may bring to the rhetorical exchange. By understanding these assumptions, the rhetor can strategically address or navigate them, ensuring that the message is received in a manner conducive to its intended impact.

In summary, the audience is a dynamic and interactive component of the rhetorical situation, and thorough inquiries into their characteristics, values, background, and assumptions are indispensable for a comprehensive analysis. This understanding not only informs the crafting of persuasive messages but also enhances the overall effectiveness of communication by establishing a connection between the rhetor and the intended recipients.

Example of audience analysis using Mr. Akufo Addo's covid-19 updates is as follows; The presidential updates were delivered to the Ghanaian populace thus; Ghanaians are the target audience of the president relative to the updates. Again, the fact that these addresses were broadcasted live by Ghanaian media houses and published mainly in Ghanaian newspapers buttresses the assertion. Although it was presented to the Ghanaian people, not all citizens reposed trust in president and the presentations. Ghanaians at the time of these presentations were divided on partisan lines as can be inferred in the formation and inauguration of the NDC'S (National Democratic Congress) covid-19 response team as opposed to the national team formed by the Akufo Addo's government. Supporters of the NDC an opposition to the governing political party, held negative assumptions about the credibility of the president and reliability of his adopted measures, as churned out in the addresses, to fight the pandemic whilst members of his own party showed confidence in his devised strategies. The president knew that while others watched his addresses with contempt, others watched with support and trust.

2.2.3 Setting

In the realm of rhetorical analysis, the temporal and spatial dimensions are integral components of the rhetorical situation, influencing the genesis and composition of any given text. Every event, incident, or activity unfolds within a specific time and space, providing the contextual backdrop against which rhetorical acts take shape. The setting, in this context, is not merely a backdrop but a dynamic force that molds the construction and reception of textual forms.

The temporal dimension of a rhetorical situation emphasizes the critical importance of when a text is created. The historical moment in which an event occurs or an incident transpires shapes the rhetoric employed in response. Understanding the historical context enables researchers to uncover the motivations behind the rhetorical act, shedding light on the socio-political, cultural, or economic factors that may have influenced the composition of the text. By diagnosing the specific incident that catalysed the rhetorical response, analysts gain insights into the intricacies of the context, allowing for a nuanced interpretation of the rhetorical act.

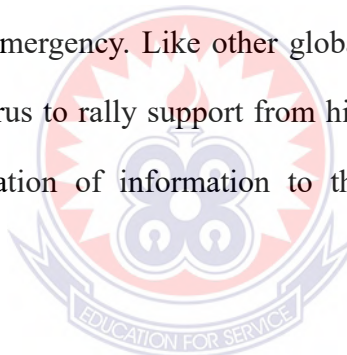
Similarly, the spatial dimension of a rhetorical situation considers the geographical or physical context in which the text emerges. The location, whether it be a specific place, community, or cultural milieu, imparts a unique character to the rhetoric. Localized influences, such as regional customs, traditions, or social dynamics, can significantly impact how a message is framed and received. Inquiries into the spatial aspects of the rhetorical situation contribute to a richer understanding of the contextual forces at play.

Moreover, investigating the motivation for a rhetorical act adds depth to the analysis. Identifying the driving forces behind a communicative endeavour unveils the rhetor's purpose and goals. Additionally, examining whether a debate preceded the rhetor's

argument provides insights into the broader conversational landscape, revealing the rhetorical strategies employed in response to opposing viewpoints.

In summary, the temporal and spatial dimensions, coupled with an understanding of the motivations and preceding debates, form a comprehensive foundation for analyzing the rhetorical situation. This multifaceted approach enables researchers to grasp the contextual nuances that influence the composition of a text and enhances the overall comprehension of the rhetorical act within its historical, geographical, and motivational context. Example of examining the setting of the rhetorical situation of president Akufo Addo's coronavirus updates is seen below:

The incident that gave rise to the presidential addresses is the emergence of a health crises; covid-19 health emergency. Like other global leaders, Mr. Akufo Addo was prompted by the fatal virus to rally support from his Ghanaian compatriots through the consistent dissemination of information to the Ghanaian masses hence the presidential updates.



2.2.4 Purpose

In the expansive realm of rhetorical analysis, the purpose of a communicative act emerges as a pivotal aspect of the rhetorical situation, providing insight into the intentions and goals of the rhetor. Each communicative act, whether it be spoken, written, or visual, is activated with a specific aim or reason, underscoring the deliberate nature of human expression. Understanding this purpose is essential for unraveling the intricate layers of meaning embedded within a text or speech.

The purpose of communication encompasses a spectrum of goals, and as Gagich and Zickel (2018) emphasize, these objectives can range from the informative and educational to the instructive and entertaining. Inquiries into the goals of the rhetor

involve probing into the underlying motivations for engaging in the communicative act. Whether the intention is to disseminate knowledge, shape opinions, instigate action, or simply provide amusement, identifying the purpose elucidates the driving force behind the rhetoric.

Crucially, the expectations the rhetor harbours in relation to the audience add a nuanced dimension to the analysis. Examining what the rhetor anticipates in terms of audience response, understanding, or acceptance provides a deeper understanding of the strategic choices made in crafting the message. The alignment between the rhetor's expectations and the perceived needs or reactions of the audience is a dynamic interplay that shapes the rhetorical strategies deployed.

Moreover, unravelling the purpose of a communicative act involves considering the broader societal or cultural context in which it occurs. The rhetor, consciously or unconsciously, responds to the exigencies of the moment, whether they be political, social, or cultural. By situating the purpose within this broader context, analysts can discern how the rhetoric aligns with or reacts against prevailing norms, ideologies, or discourses.

In summary, the purpose of a communicative act stands as a central component of the rhetorical situation, encapsulating the intentions and expectations of the rhetor. Interrogating the goals and anticipated audience responses allows for a nuanced exploration of the reasons behind the activation of rhetoric. This multifaceted understanding not only enriches the analysis of individual texts but also contributes to a broader comprehension of the intricate web of communicative dynamics within a given context.

Below is an example of analysing purpose on the rhetorical situation of Akufo Addo's coronavirus presentations.

The president's main purpose for churning out the series of addresses or updates was to inform Ghanaians about the measures his government had undertaken to control the spread of the coronavirus and to seek their full participation through adherence to hygiene protocols and covid-19 vaccinations.

2.2.5 Text

In the intricate web of rhetorical analysis, the nature of a text—whether it takes the form of an image, meme, essay, speech, or any other medium—stands out as a foundational element within the broader rhetorical situation. Recognizing the medium through which communication occurs is crucial, as it shapes both the delivery and reception of the message. Interrogating the merits of a chosen format, as well as understanding its unique expressive tendencies and limitations in comparison to other formats, adds a layer of complexity to the analysis.

The nature of the text is not merely a superficial characteristic; it profoundly influences how meaning is constructed and conveyed. Different formats carry distinct rhetorical potentials, each with its own set of affordances and constraints. For instance, an image or meme relies heavily on visual elements, symbolism, and succinctness to convey a message, whereas an essay or speech leans on the depth of language and detailed argumentation. Recognizing these inherent qualities allows for a more nuanced understanding of how the rhetor strategically deploys the chosen format to achieve their communicative goals.

Exploring the merits of a particular format involves considering its strengths and advantages. For instance, an image or meme might excel in conveying complex ideas swiftly and capturing attention through visual impact. On the other hand, an essay or

speech may afford the opportunity for in-depth exploration and nuanced argumentation. Understanding these merits helps unravel the rhetor's intention and strategic choices, shedding light on why a specific format was deemed most effective for the given rhetorical situation.

Simultaneously, an examination of the unique expressive tendencies of the chosen format provides insights into the rhetorical strategies employed. The stylistic features, conventions, and conventions associated with a particular medium contribute to the overall tone and persuasiveness of the message. Whether it be the concise wit of a meme or the rhetorical eloquence of a well-crafted speech, these tendencies shape the audience's reception and interpretation.

However, a comprehensive analysis necessitates an acknowledgment of the limitations inherent in the chosen format when compared to alternative modes of communication. An image or meme, for instance, may be limited in its capacity for nuanced argumentation, while an essay might struggle to capture attention as swiftly. Recognizing these limitations adds depth to the analysis, as it prompts consideration of how the rhetor navigates or compensates for these constraints.

In summary, delving into the nature of the text as a component of the rhetorical situation involves understanding the chosen format's merits, expressive tendencies, and limitations. This exploration not only enriches the analysis of the text but also provides a more holistic comprehension of how rhetorical strategies are intricately woven into the fabric of different communicative mediums.

Example of text examination of the rhetorical situation of Akufo Addo's presidential updates is seen below: The addresses were composed in a speech form with a formal tone and delivered to Ghanaians through live broadcasts from the presidency. The

format of the updates enabled expert discussions on the content of the updates in the media. Again, a limitation of such format lies in the language barrier to those audiences who understand not the English language. This necessitated a brief summary of the English text in some of the local Ghanaian dialects.

2.3 Presidential “Updates”

The outset of the covid-19 pandemic necessitated constant flow of information from leaders and duty bearers to the rank and file for the sole purpose of building a collaborative effort towards containing the spread of the virus and remedying the crises. In line with this highly motivated global covid-19 convention, the Ghanaian president; Nana Akufo Addo, initiated, even before Ghana recorded an infection of the coronavirus on its soil, to periodically provide a situational update for the Ghanaian people, informing them about the enhanced measures employed to contain the spread of the disease. From March 2020 to May 2023, the president had delivered 29 of such addresses which have become known among the Ghanaian folk as presidential “updates” and in deeper Ghanaian parlance “fellow Ghanaians”. The focus of this study is on updates numbers 24, 25, 26, 27 and 28 because, those updates were presented immediately after the nation assessed the covid-19 vaccines, hence the immanent desire to drive vaccination through these updates.

2.4 Covid-19

Covid-19 first emerged from Wuhan-China in the latter part of 2019 which has since been declared a pandemic in March 2020 by the World Health Organization (WHO, 2020). Today, the world over is reeling under severe economic hardships as a result of the pandemic. It has also subjected nations and their economies, people and their livelihoods to immeasurable wreckage. Over six million (6000000) people have lost their lives to the virus globally (WHO, 2022). Of that figure, deaths in Africa in terms

of Covid-19, amounted to two hundred and fifty-five thousand, nine hundred and sixty-seven (255,967) as at July 27, 2022 (MO Ibrahim, 2022; WHO, 2023).

According to Ghana Health Service, Ghana has lost one thousand, four hundred and sixty-two of her citizens to the Covid-19 pandemic as of August 2023. Evident manifestations of the ravaging impact of Covid-19 pandemic within the Ghanaian community lies copiously in the loss of jobs many citizens, stemming from the bankruptcy which tens of thousands of business establishments have suffered as a consequence of the highly fatal pandemic in whose dreadful grip, the entirety of the world languished. Over seven hundred thousand Ghanaian workers had their wages scaled down consequential to a drastic decrease in productivity and revenue of businesses, all of which have been occasioned by the economically ominous measures adopted by government to contain the disease. Forty-two thousand (42,000) workers also lost their jobs as a result (The World Bank, 2020). Businesses and business owners in the informal sector like traders, truck pushers, head potters and managers of social events suffered the most economically, as their businesses depend largely on crowd or gathering of people in the markets and social occasions. (Antwi-Boasiako et al, 2021). In the projection of the parliament of United Kingdom; Ghana's colonial masters, the target of the Ghanaian government to build a Ghana beyond aid may be thwarted by the negative impact of the coronavirus (UK Parliament, 2020). Owing to the all-encompassing destruction of the novel pandemic as witnessed in almost every sector of the Ghanaian economy. The Government of Ghana, hitherto the discovery of efficient vaccine to appropriately contain the virus, adopted numerous strategies to halt the spread of the disease and to prevent people from contracting the virus, some of these strategies include: continues flow of communication from the government to the public about the virus, temporal ban on public gathering and closure of schools, public places of worship and entertainment, mandatory self-quarantine for citizens who travel

back home from countries with high number of covid-19 infections, encouragement of citizens to practice hygiene protocols and a partial lockdown of the nation's capital and the second largest city in the country, Kumasi which had been considered one of the epicentres of the coronavirus in Ghana. (IMF, 2021; Dai-kosi et al, 2021; Kenu et al, 2020; Nkansah, 2020). With these measures in place, progress at containing the disease was at a snail pace until vaccines were discovered which also came with a host of challenges. Vaccination remains one of the most powerful ways to achieve herd immunity against Covid-19. By getting oneself vaccinated against the virus, an individual is protected, thus contributing to halting the pandemic (WHO, 2022). In spite of government's persistent advocacy for people to avail themselves to be vaccinated, through the series of televised addresses by president Akufo-Addo, the rate of vaccine hesitancy is still high and Ghana had not yet reached herd immunity at the time of this study. According to Ghana Health Service, ten million, eight hundred and nineteen thousand, three hundred and forty-one (10,819,341) people have been fully vaccinated with covid-19 vaccines as at June 30 2023, representing 59.3% of 18.2 million targeted populations to be vaccinated and 34.1% of the total population (GHS, 2023).

Many researchers have expressed the view that misinformation and disinformation about coronavirus vaccines is abound on social media, example twitter, Facebook, Instagram and YouTube and that, such inaccurate information bears a negative influence on vaccination acceptance as it reduces confidence of the populace in relation to taking it. They have also discovered mutuality in the relationship of misinformation dissemination and vaccine uptake, such that when misinformation is high, uptake of vaccines reduces (Skafle et al, 2022; CDC, 2021; Joi, 2022).

Lee, Sung, Jang and Connelly (2022) posit that 14 distinctive kinds of vaccine misinformation were reported among its populace, the most common of which being

that, Covid-19 vaccines contain a tracking device and that it causes death. 11% of YouTube videos that apparently catch more eyeballs than every other, contained contents which opposed popular vaccine standards, sanctioned by the experts (Li Yee Oi et al, 2022).

According to UNICEF, dissemination of information from unverified sources online, hugely contributed to discouraging the Ghanaian populace from availing themselves for vaccination (UNICEF, 2022). The term "Infodemic," as coined by the World Health Organization (WHO), aptly describes the overwhelming influx of both accurate and inaccurate information during a disease outbreak, specifically the COVID-19 pandemic. In Ghana, as in many parts of the world, this infodemic has posed significant challenges to vaccination efforts, hindering progress toward achieving vaccine-induced herd immunity. Some the complexities of the infodemic, its impact on vaccine hesitancy, and the various factors contributing to this phenomenon are that: The infodemic represents a formidable challenge to public health efforts in Ghana and globally. The overabundance of information, both accurate and inaccurate, circulating alongside the outbreak of COVID-19 has made it challenging for individuals to discern reliable information from misinformation. This has had tangible consequences on vaccination efforts, contributing to hesitancy and reluctance among the population.

The WHO's definition of the infodemic underscores the dual nature of information dissemination during a disease outbreak. While accurate information is crucial for public understanding and decision-making, the presence of misinformation can erode trust and hinder effective responses to the pandemic. In the case of COVID-19 vaccines, misinformation can foster hesitancy and discourage individuals from getting vaccinated.

Infodemic therefore causes Vaccine hesitancy, a reluctance or refusal to vaccinate despite the availability of vaccines, is influenced by various factors. In the context of the Infodemic, misinformation plays a significant role. False claims about vaccine safety, efficacy, and side effects can create doubts and fears, leading individuals to question the necessity of vaccination. Addressing these concerns becomes crucial in building trust and encouraging vaccine uptake.

Again, beyond misinformation, religious factors contribute to vaccine hesitancy. Some individuals may be influenced by religious beliefs or misconceptions that cast doubt on the compatibility of vaccines with their faith. Effective communication that respects and engages with religious perspectives is essential to dispel myths and encourage vaccine acceptance within religious communities.

Political leanings can also impact individuals' decisions regarding vaccination. Political ideologies may shape perceptions of public health measures, including vaccination. Tailoring communication strategies that are sensitive to diverse political beliefs is crucial to overcome ideological barriers to vaccine acceptance. There is therefore the need to address the noxious impact of infodemic to counter vaccine hesitancy exacerbated by the Infodemic, robust public health campaigns are needed. These campaigns should focus on correcting misinformation, providing accurate information about vaccine safety and efficacy, and addressing concerns related to religious beliefs and political ideologies. Building trust in the healthcare system and authorities is essential for effective vaccine communication.

Furthermore, recognizing the diversity within communities, it is imperative to engage with local leaders, influencers, and community members to disseminate accurate information. Culturally tailored messaging that resonates with the values and beliefs of different communities can contribute to a more nuanced and effective approach in overcoming vaccine hesitancy.

More so, Combating vaccine hesitancy requires a multi-sectoral approach involving healthcare professionals, community leaders, religious figures, and policymakers. Collaboration across sectors can foster a comprehensive strategy that addresses the multifaceted nature of hesitancy and promotes vaccination as a collective responsibility.

In conclusion, the infodemic, fuelled by misinformation, religious factors, and political leanings, has significantly impacted vaccine hesitancy in Ghana and globally. A strategic and collaborative approach that addresses these factors, tailored communication to diverse communities, and builds trust is crucial for achieving widespread vaccine acceptance and ultimately overcoming the challenges posed by the COVID-19 pandemic.

Brackstone (2021). He also states that, one common reason people state for their hesitance to take the vaccine is the inadequate information they have about the vaccine. This underscores therefore, the essence of persuasive communication in Ghana's quest to attain herd immunity through vaccination.

2.5 Chapter Summary

This chapter opens with a review of concepts and theories essential to the comprehension of the study and to appropriately situate it in proper theoretical context. The researcher briefly introduced the chapter and proceeded to explore the Aristotelian theory of persuasion (classical rhetorical appeals), specifically touching on rhetorical situation and its components, rhetoric appeals and modes of persuasion (Ethos, Pathos and Logos). The scholastic inquirer then moved to review the concepts of covid-19, vaccine hesitance and presidential update which are relevant to the study.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

The plan as to how to systematically carry out a research work is detailed in this chapter. It elaborately captures, in a step-by-step fashion, the procedures and activities ranging from the particular approach to the study, to the adoption of a suitable design of research, data sources, collection and scrutinizing procedure, sampling technique and size and ethical considerations to study a problem or explore an issue.

3.1 Research Approach

Research approach relates to series of steps and strategies which stems from general presuppositions to suitable data collection methods and analysis to study and solve a problem facing a group of people. Research approach can be categorized into three; qualitative, quantitative and mixed approaches (Creswell, 2014). Palmer and Bolderston (2006) defines qualitative research approach as an interpretive research which is in tandem with the viewpoint expressed by (Denzin & Lincoln, 2018). They see qualitative research approach as open ended in nature. Unlike Quantitative methods of conducting research, Qualitative methods in the view of Creswell (2014) deals with data in the form of text, images or pictures, recorded audios, videos, audio-visuals and sound. It gathers and uses data in the form of words at the expense of, or with limited use of figures. The inquirer under the qualitative research approach employs more of open-ended questions in the data collection process which is later analysed inductively to get a detailed understanding of meaning that is given to social issues by people in the society. In consonance with that, this study employed qualitative approach in conducting rhetorical analysis of the text as contained in the series of the presidential addresses to the nation on measures adopted to contain Covid-19 virus within the Ghanaian community. The researcher explored websites of credible media houses and

the official website of the presidency where these updates are posted for public consumption after his public address to the nation on each occasion, to collect the data for onward analysis. Kielmann, et al (2011) believe that qualitative research methodology is almost always in tandem with the social constructionism philosophy which posits that reality is not singular but pluralistic in nature thus subjective in terms of meaning. In relation to the view espoused in the above, this study is about the presidential “updates” to determine the reality about how persuasively impactful it has been on the Ghanaian masses relative to their adherence to the safety protocols and vaccination.

Some studies contend that qualitative research generates and deals with nonnumerical data and that, it is employed to interpret people’s ideologies, behaviours, beliefs, experiences and perspectives (Pathak et al, 2013; Tenny et al, 2022; Creswell, 2014). Qualitative research according to Tenny et al (2022) is a type of research that investigates and produces detailed comprehension and perspectives on issues and problems confronting the world. It answers questions like “why” and “how” by assisting to formulate hypothesis and utilize theories to deeply explore an issue and ease comprehension of data. Creswell, (2014) and Pathak et al (2013) have all stated the subjective and textual nature of data gathered under qualitative research which are in the form of words, images, audios and audio-visuais. Data collected for this inquiry includes sampled transcripts of president Akufo-Addo’s covid-19 addresses and interview transcripts. This therefore qualifies the current study as a qualitative research work.

3.2 Research Design

In the view of Lavrakas (2008) a research design refers to a guide according to which the researcher carries out a research to study a particular issue or area of interest. He further suggests that, the nature of one’s research study in terms of the questions,

sampling technique, data collection method and analysis informs his choice of a research design. Yin (2018) maintains that every research kind or form ought to have either implicit or explicit research design. In this view, the research design is the comprehensive chronology that links the relevant data with the research questions of a study and consequently lead to the formation of reasonable generalization and conclusions. The overarching essence of a research design as contained in these arguments serve to avoid a situation where there will be a mismatch between the data and the research questions to be addressed.

Under this study, the researcher employed qualitative content analysis as a research design because the study is to explore and rhetorically analyse the COVID-19 speech transcripts of president Nana Addo Dankwa Akufo Addo to identify persuasive appeals used by the president and the goals of the identified appeals, thus, the primary source of data for the study is text.

3.2.1 Qualitative Content Analysis

Qualitative content analysis was used as the design for the study, it is an essential tool for assessing and examining qualitative data. Erlingsson & Brysiewicz (2017) posit that a common point of initiation for qualitative content analysis is usually transcribed interview text. They further assert that, the goal of qualitative content analysis is to methodically transmute a huge amount of text into highly structured and concise summary of key results. Qualitative content analysis is a verifiable, systematically controlled approach of analyzing text within its context (Mayring, 2004). Krauter (2023) believes that the process of qualitative content analysis begins with formulating theoretical aspects of analysis that will be brought in connection with the text. Since the primary source of data for this study is through texts, the researcher employed qualitative content analysis to identify rhetoric appeals used by president Nana Addo Dankwa Akufo Addo in the COVID-19 addresses and to examine these addresses for

the persuasive goals of the identified rhetoric appeals. The researcher read severally, the sampled COVID-19 updates to gain an in-depth comprehension of the contextual meaning of the text and identified relative and different ideas and main points expressed within the text, these variety of meaningful ideas are then coded, compared and categorized into themes for onward analysis, leading to findings and conclusions which provide answers to the research questions.

3.3 Sampling and Sample size

This particular work used purposive sampling on the covid-19 presidential addresses of Ghana's Head of State and selected updates number 24, 25, 26, 27 and 28. The study purposively focused on these sampled updates because they were delivered between February 2021 to March 2022, a time when COVID-19 was still a pandemic and vaccines were discovered globally to fight it when Ghana had just received its share of free vaccines from the COVAX Facility thus, the urgent need to drive vaccine uptake among the populace to achieve herd immunity. Sampling is the act of bringing people together for a study in a manner that, the people making up the group stand for a larger group or society in the entire process of the study (Amoah & Eshoun, 2014). The criteria by which a researcher uses a representative sample from a wider population for data collection can be termed as sampling technique. There are many techniques employed by researchers in qualitative studies to sample units or individuals for a study, for instance, purposive and convenient sampling.

3.4 Data Collection Method

The researcher under this research employed the method of document analysis to conduct the study. The researcher aims to discover workable rhetorical strategies to drive vaccinations in Ghana by rhetorically analysing those speeches to determine its ability or otherwise, to persuade the entire Ghanaian population to defy the odds, disregard the numberless conspiracy theories and get themselves vaccinated with the

coronavirus vaccines. The study used textual rhetorical analysis because the data to be analysed are speech transcripts of COVID-19 addresses.

3.4.1 Textual Rhetorical Analysis

The researcher adopted textual rhetorical analysis to anatomize the transcripts of the selected presidential addresses to discover its persuasive entrails or components and rhetorical techniques. This process includes a step-by-step exploration of president Akufo-Addo's choice of words and argumentative strategies in his coronavirus updates. The analysis was conducted in several stages:

1. Organization and familiarization: the transcripts of the sampled Ghanaian covid-19 presidential updates were gathered and arranged sequentially. The content of the transcripts was authenticated by comparing it with the content of the audio-visual presentations of the said addresses. Each transcript was read at least three times to acquire a detailed understanding of the persuasive strategies employed.
2. Identification of Rhetorical Appeals:
 - Ethos; exemplifications of portraying credibility, reliability and knowledge or experience were discovered and catalogued.
 - Pathos; appeal to emotions, showing appreciation, anecdotes and trial evocations of unity, fear and concern among the audience were found and examined.
 - Logos; quotations from credible sources, logical deductions, statistics, fact-checked information and evidence to support viewpoints or arguments, favouring and validating the potency of recommendations and covid-19 vaccines were noted.

Qualitative coding; qualitative coding was utilized to tally the recurrence of each persuasive appeal in the addresses. This involved classifying particular words, phrases and statements into the respective artistic proofs. (Aristotle, 350 BCE).

3.4.2 Document Analysis

Document analysis is one major data collection method in qualitative research by which the researcher reviews various types of documents through content examination and authenticating its originality, to discover vital information answerable to questions raised in the research. In this study, the inquirer reviewed and analysed transcripts of the presidential addresses numbered 24, 25, 26, 27 and 28 given their suitable correlation with the topic, being updates that immediately followed Ghana's first assessment of the covid-19 vaccines in February 2021 and the resultant need to convince the populace to accept the vaccines. These speech transcripts were rhetorically and thematically analysed to discover persuasive appeals and goals.

Data was collected from both primary and secondary sources. Apart from the plethora of literature and data sets drawn from secondary sources like journals, news sites, the World Health Organization's website, articles and online magazines. Some of the texts or transcripts of the presidential addresses numbered 24, 25, 26, 27 and 28 were copied from the official website of the Jubilee House; Ghana's seat of government; presidency.gov.gh and others; (updates number 26 and 28) were sourced from myjoyonline.com and Citifmonline.com. the credibility of these sources within the Ghanaian community is indisputable. In addition, data from the primary sources reflects the transcribed responses of interviewees in the interviews conducted under the study.

3.5 Data Analysis Plan

Data collected for this study include transcripts of the Ghanaian president's covid-19 addresses numbered 24, 25, 26, 27 and 28. This data was subjected to critical scrutiny using a bifold analytical approach, comprising textual rhetorical analysis and thematic analysis. The process was founded on the Aristotelian rhetorical theory, categorically on the artistic proofs (ethos, pathos and logos) to discover the inherent persuasive appeals and its effects on the covid-19 vaccination drive towards attaining herd immunity. The thematic analysis on the other hand was done on the transcripts to uncover pertinent sub-themes relative to the inherent rhetoric appeals and goals.

3.5.1 Thematic Analysis

Thematic analysis was utilized to uncover recurring themes and patterns within President Akufo-Addo's COVID-19 addresses, providing additional context for the persuasive appeals. The thematic analysis followed the steps outlined by Braun and Clarke (2006). Braun and Clarke's (2006) six-step thematic analysis is a systematic method for identifying, analyzing, and reporting patterns (themes) within qualitative data. It provides a structured approach to uncovering rich insights from textual data, such as interview transcripts, focus group discussions, or written documents. Here's a detailed explanation of each step:

Step 1: Familiarization with the Data

- In this initial step, researchers immerse themselves in the qualitative data. They read and re-read the data, becoming familiar with its content, context, and nuances. This process helps researchers gain a holistic understanding of the data and identify potential patterns or themes. In this work, each of the COVID-19 updates number 24,

25, 26, 27 and 28 were read at least four (4) times by the researcher, to develop an in-depth comprehension of issues, ideas and meanings created and raised in the data, by which in-depth comprehension, the researcher segregates, define, name and categorize alike ideas, and meanings.

Step 2: Generating Initial Codes

After becoming familiar with the data, researchers start coding the data systematically. Saldaña (2015) contends that, at its core, coding involves recognizing meaningful parts within a qualitative data and assigning them labels, which are concise descriptions representing key aspects of language-based or visual information. These labels may be words or phrases.

Coding therefore involves labeling or tagging segments of the data that represent meaningful concepts, ideas, or patterns. Codes are often descriptive and capture the essence of the data. Researchers can use inductive (data-driven) or deductive (theory-driven) coding approaches. This study employed both inductive and deductive coding approaches. Deductive coding was used to identify the rhetoric appeals used by Mr. Akufo Ado in his coronavirus updates and inductive coding was deployed to generate sub-themes under these rhetoric appeals and examining the persuasive goals of the identified rhetoric appeals. In a line by line manual coding fashion, the researcher used three different highlighter pens to highlight lines that bears meaningful and essential similarities with each of the identified appeals and goals.

Step 3: Searching for Themes

- In this step, researchers search for overarching themes or patterns within the coded data. Themes are patterns of meaning that capture key concepts, ideas, or experiences expressed in the data. Researchers identify themes by reviewing and organizing related codes, looking for similarities, differences, and connections

between codes. The numerous codes developed by the inquirer were compared, and related codes were categorized under themes for further analysis.

Step 4: Reviewing Themes

- Once potential themes have been identified, researchers review and refine them. They critically examine each theme to ensure it accurately reflects the data and captures the essence of participants' experiences or perspectives. Researchers may merge, split, or discard themes as needed to create a coherent and comprehensive thematic framework. In this study, generated themes were reviewed where the themes with meaningful similarities were merged and those without similarities and limited evidential data were done away with, reducing the number of themes to manageable and analyzable numbers.

Step 5: Defining and Naming Themes

- In this step, researchers define and label each theme. They provide clear and concise descriptions of what each theme represents and how it relates to the data. The naming of themes should be meaningful and reflective of the content they encapsulate. This step helps ensure consistency and clarity in the analysis process. The researcher labelled and defined sub-themes under each of the identified rhetoric appeals: Ethos, Pathos and Logos and the established persuasive goals, while ensuring that, these themes maintain ideological, content and contextual correlation with the data.

Step 6: Producing the Report

- The final step involves writing up the findings of the thematic analysis. Researchers present the identified themes, along with supporting evidence from the data, in a coherent and structured manner. The report should provide detailed descriptions of each theme, including illustrative quotes or examples, to convey the richness and depth of the findings. Researchers may also discuss the

implications of the themes and their relevance to the research objectives. Relevant excerpts were used to analyze the themes and stating the findings and the extent to which these findings lead to the achievement of the study objectives and answers the research questions.

3.6 Ethical Considerations

The sampled speech transcripts used under this study are public documents for which reason permission was not sought from any person or authority by the research officer before using it for the study. Also, the transcripts were compared with its audio-visual content to ascertain the originality and correctness. While the verifiability of the documents is easy since they are public documents, the researcher ensured that the analysis was done on the document as they were presented, not allowing alterations, embellishment or filtering.

3.7 Trustworthiness

By trustworthiness, Cypress (2017) maintains that, it refers to genuineness, quality and veracity of the conclusions of a qualitative research in the reasoning and description of readers of such work. Gunawan (2015) posits that the ascertainment of the trustworthiness of a study lies hugely in the judgement of the reader of the research piece. Visible manifestation of trustworthiness in this study can be appreciated in the data collection methods employed and used under the study. The elaborate data analysis through a multifaceted approach not only enriches the depth of the analysis but also facilitates the potential transferability of the study's findings to different contexts or situations. This means that the insights gained from the research can be applied beyond the specific context of the study, such as in the context of vaccination drives against diseases other than Covid-19 in Ghana. The transferability of findings across diverse contexts enhances the generalizability and applicability of the research outcomes,

providing valuable insights that can inform and guide practices in various related situations.

Justifiability, dependability and objectivity are the criteria to evaluate the quality of research in the conventional positivist research paradigm. As an explanatory method, qualitative content analysis is different from the positivist tradition and its underlying assumptions, research purposes and inference processes, hence, making the conventional criteria unsuitable for judging its research results (Bradley, 1993) the appreciation of this gap has led to a number of proposals from scholars, as to the evaluative strategies of interpretive research work. Creswell (2014) proposed eight verification strategies to ensure the trustworthiness of qualitative data. These verification strategies are; triangulation, rich, thick descriptions, reflexivity, member checking, negative case analysis, prolonged engagement, peer debriefing and external auditor. Of these eight strategies, below are the five (5) strategies the researcher employed under this study to uphold the trustworthiness of the data.

1. **Prolonged Engagement:** One aspect of evaluating the trustworthiness of qualitative data is through spending a prolonged time in the field, by which way the researcher develops a detailed comprehension of the phenomenon under study and can provide in-depth information about the site and people to shore up credibility. The researcher spent appreciable length of time on the work, reading the addresses repeatedly to gain an insightful understanding of the Covid-19 updates and conducting a dependable analysis on it.
2. **Peer Debriefing:** Peer debriefing involves seeking feedback and insights from colleagues or experts to ensure the credibility of the data and interpretations presented. The researcher presented the work to his

classmate for review, issues of contradiction, insufficient clarity and biases were raised through the review and redressed.

3. **Negative Case Analysis:** Negative case analysis involves considering alternative explanations or perspectives that contradict the findings or interpretations. In evaluating the trustworthiness of the data under the study, it is essential to examine whether dissenting voices or conflicting data have been acknowledged and addressed, demonstrating a commitment to transparency and open discourse. The president's inability to achieve his projection of vaccinating twenty million (20,000000) people in Ghana was stated in the analysis of the updates albeit the conclusion that he employed diverse rhetorical strategies to persuade his audience to avail themselves for vaccination.
4. **Rich, Thick Description:** This strategy emphasizes providing detailed, comprehensive descriptions of the phenomena under study. The researcher provided exhaustible descriptive information on the phenomenon under inquiry, this is done under the rhetorical situation of the study in the literature review section of the work. This underscores the reliability of the data and the entire study.
5. **Reflexivity:** Reflexivity involves acknowledging and addressing the biases, assumptions, and limitations inherent in the research process. The research officer being a young politician and a resident in the northern part of Ghana which recorded very low numbers of Covid-19 infections, has a poor perception of the reality of the pandemic, this and the extremely partisan attachments and views of Ghanaian politicians are likely to shape his

interpretation of the data, for this reason, he has engaged multiple people to code the data for comparison and validation.

The five strategies above as developed by Creswell (2014) are the ways through which the trustworthiness of this work has been enhanced and maintained.

3.8 Chapter Summary

The chapter described elaborately, the procedure by which it pursues the realization of the study objectives. Under this chapter, is an inherent methodical examination of the objectives of the work to ensure alignment with the procedure being used to attain it. The plan encapsulates the research approach and design, source of data, data collection method, data analysis procedure and ethical consideration.



CHAPTER FOUR

DISCUSSIONS OF FINDINGS

4.0 Introduction

This chapter presents the findings of the study. It provides answers to the questions raised in this research by presenting the rhetorical appeals used in the speeches. It also discusses the rhetorical goals of the appeals identified in the speeches. Every rhetorical act must be purposeful and goal-directed. This study therefore unravels and states the aim or purpose for which president Akufo-Addo deployed rhetorical appeals in his covid-19 addresses.

4.1 RQ1 What are the persuasive appeals used in the Covid-19 addresses to the Ghanaian public?

This research question sought to identify the use of rhetorical or persuasive appeals in the analysis of selected Ghanaian presidential speeches on coronavirus. The study discovered the deployment of rhetorical strategies which evokes the Aristotelian triad of appeals; ethos, pathos and logos in the said speeches.

4.1.1 The use of ethos (ethos appeals)

The analysis of the addresses revealed the usage of ethical appeal in the form of copious quotations from credible sources, riding on the reputation of some prominent folks, and invoking some shared values of the audience and the intentional demonstration of the rhetor's good character. This revelation was made possible through the discovery of some pertinent themes within the analysed speeches which relates properly to the establishment of the rhetor's credibility, competence and good character. These themes include; Exemplary leadership, Expert authentication and approval and Trust in authorities.

Exemplary Leadership

The president's decision to take the covid-19 jab in public underscores his credibility as practicing what he preaches. He further establishes his credibility by highlighting the government's efforts in securing vaccine doses ahead of schedule, acknowledging the roles of the COVID-19 Taskforce, Ministry of Health, and Ghana Health Service. He emphasizes the country's proactive approach in obtaining vaccines and acknowledges the collaboration with global organizations like the WHO and COVAX Facility. The President's consistent communication and updates on COVID-19 demonstrate a commitment to transparency and accountability. Reference to tried and tested response protocols since March 2020 builds trust in the government's ability to manage the pandemic effectively. Emphasis on adherence to safety protocols reflects a concern for public health and safety, enhancing the government's credibility. The profuse use of phrases like "fellow Ghanaians" "as your president", and first person pronouns and the concluding statement of all the selected speeches "may God protects us all and our homeland" enable the president to create similitude, which is noted by (Varpio, 2018) as a strategy to construct the ethos appeal through creation of a social bond with one's audience.

The diction of Mr. Akufo-Addo as contained in the analysed addresses instigates and upholds the impression about his dutifulness and caring nature as a leader and his relentless commitment to successfully pursue the growth and development of his people. He also portrays deliberately, his optimistic and religious character by the frequent use of religious phrases, maxims and quotes like "This too shall pass and the battle is the Lord's" "by God's grace" "and there is the light at the end of the tunnel" which appeared in the concluding paragraphs of most of the analysed speeches under this study. This is done to convince the audience about his credibility and moral

uprightness. Below are some relevant excerpts that expose the rhetorical appeals deployed by president Akufo-Addo in his covid-19 addresses.

“Taking the vaccine will not alter your DNA, it will not embed a tracking device in your body, neither will it cause infertility in women or in men. As your President, I want to assure you that the vaccine is safe. That is why tomorrow, on Monday, 1st March, ahead of the commencement of the vaccination programme on Tuesday, 2nd March, my wife the First Lady, the Vice president, his wife the Second Lady, and I will take the vaccine publicly at two (2) health facilities in Accra”. (Akufo-Addo, 28th February, 2021)

“I, on my part, will do everything possible to protect lives and livelihoods, and help return our nation to normalcy. It is possible, and the Government of Nana Addo Dankwa Akufo-Addo is determined to realize this goal as quickly as possible”. (Akufo-Addo, 15th December, 2021)

“I indicated in Update No. 23 that the earliest vaccine would be in the country by March. However, by dint of hard work and sheer determination, Government was able to secure the first batch of vaccine doses in February, a month ahead of schedule. We are the first country in the world to be recipients of vaccines from the COVAX Facility, and I want to express my appreciation to members of the COVID-19 Taskforce, which I chair, and to officials of the Ministry of Health and the Ghana Health Service for this commendable feat. The vaccine deployment plan we submitted to WHO, which unlocked this consignment, was well-received. They

have done a yeoman's job, and our nation is indebted to them. We are grateful, also, naturally, to the contributors and managers of the COVAX Facility". (Akufo-Addo, 28th February, 2021)

"You returned me to office in the elections of 7th December with a clear and decisive mandate to protect lives and livelihoods, and steer our nation out the grips of the pandemic, and onto a path of sustained economic growth and progress. Fortunately for us, we have tried and tested response protocols which we have implemented since March 2020. They have stood us in good stead, and we have no choice but to return to the strict implementation of some of them." (Akufo-Addo, 25th July, 2021)

Expert Authentication and Approval

President Akufo-Addo has cited some credible health organizations like, the World Health Organization, Food and Drugs Authority and Ghana Health services to support his opinions and arguments and strategically enhance his credibility. The aforementioned institutions possess expert ideologies on health related issues, quoting them deepens the reliability of one's arguments on health issues like Covid19 health emergency and portray the competence of the speaker. It also validates the ideological basis of such arguments, thus, convincing listeners towards adherence. The speaker's reference to data from the Ghana Health Service and the World Health Organization demonstrates reliance on scientific evidence in assessing the COVID-19 situation. Emphasis on vaccine safety and efficacy, certified by regulatory agencies, builds trust in the government's reliance on scientific expertise and evidence-based healthcare practices. Investment in vaccine research and development reflects a commitment to long-term solutions based on scientific innovation and expertise. Consider the following essential excerpts from the analysed speeches, by which, the president

consciously utilizes data from expert sources to authenticate and as well approve his government's decision and approach to fighting the Coronavirus pandemic.

“Our domestic regulatory agency, FDA, one of the most reputable in Africa and in the world, has certified the safe use of the vaccine. It will not do so if it had any reservations about the safety of the vaccine, and I have gone on record as saying that no vaccine will be deployed in the country for use without the express certification of the FDA”. (Akufo-Addo, 25th February, 2021)

“As per data available from the Ghana Health Service, it appears that, unfortunately, our nation is experiencing a third wave of COVID-19 infections These increased infections have largely been driven by the Delta Variant of the virus, which, according to the World Health Organization, has increased transmissibility rates, and, in our case in Ghana, has led, in recent weeks, to a rise in hospitalization and ICU bed uptakes, and, tragically, deaths.” (Akufo-Addo, 25th July, 2021)

Trust in Authorities

The president also tried to ride on the reputation of famous and highly respected citizens to influence Ghanaians. These citizens include; Frimpong Boateng; who has been described by president Akufo-Addo as “a world renowned scientist”, the National Chief Imam, the “Asantehene” and the “Ga Mantse”. The mention of these prominent names as individuals contributing to the fight against the virus through adherence to the protocols and availing themselves for vaccination, convince the citizenry to do same since these persons are considered as highly objective and reputational among the general populace. The fact that they are partisan neutrals also deflates the recklessness towards the vaccines and the protocols that is induced by partisan factors.

“Key public officials such as the Speaker and Members of Parliament, the Chief Justice and Justices of the Superior Court of Judicature, Chairperson and Members of the Council of State, the Chief of Staff and senior officials at the Office of the President, and prominent personalities like some Eminent Clergy, the National Chief Imam, the Asantehene, the Ga Mantse, and some media practitioners will also, on Tuesday, take the jab publicly. This is being done because the vaccine will help protect us against the impact of COVID-19 on our health. It is also a major catalyst to restoring livelihoods and the national economy to the robust level it belongs”. (Akufo-Addo, 28th February, 2021)

“Furthermore, I want to reiterate my determination that we should manufacture vaccines here in Ghana. To this end, a Committee has been established under the Chairmanship of the former Minister for Environment, Science, Technology and Innovation, the world-renowned scientist, Professor Kwabena Frimpong-Boateng, which is formulating a concrete plan of action towards vaccine development and manufacturing”. (Akufo-Addo, 28th February, 2021)

The rhetorical appeals stated above as discovered by this study reflects the Aristotelian rhetorical theory: Aristotle, one of the most influential ancient Greek philosophers, made significant contributions to the understanding of effective communication and persuasion. In his work "Rhetoric," Aristotle identified three primary modes of persuasion, known as rhetorical appeals: ethos, pathos, and logos.

This refers specifically to ethos, which is the appeal to the character, credibility, and authority of the speaker or writer. Ethos is crucial in establishing a sense of trustworthiness and competence, thereby influencing the audience to be more receptive to the message being presented. The idea is that if the audience perceives the rhetor (the speaker or writer) as credible and possessing good character, they are more likely to be persuaded by the argument or message. According to Aristotle, ethos can be conveyed through various means, including the speaker's expertise on the subject, moral character, and the overall presentation of oneself. The passage notes that the portrayal of the author's good image, trustworthiness, and competence falls under the category of ethos in rhetoric.

The references to Varpio (2018), Alkhirbash (2016), and Gagich and Zickel (2018) provide additional support for the idea that ethos is a fundamental aspect of persuasive communication. These scholars likely conducted studies or analyses that align with the understanding of ethos as presented in the passage. It would be beneficial to consult their works to delve deeper into how ethos is employed in rhetorical acts and its impact on persuasion.

In summary, the passage highlights the Aristotelian rhetorical theory, specifically focusing on ethos as a persuasive strategy that involves building the credibility and good character of the speaker or writer. The references to scholarly works suggest that this perspective is supported by contemporary research, reinforcing the enduring relevance of Aristotle's insights into effective communication. president Nana Akufo-Addo demonstrated his credibility, competence and moral uprightness by citing authentic sources to support his claims, being dutiful and caring for his people, creating and deepening his social connections with his audience. This is not different from the findings of Kornblit (2022) and Al-Lail (2022). Ethos was found present by Kornblit in the covid-19 rhetoric of the Belgian prime minister with the use of first person

pronouns, quotations from expert authorities and establishment of unity. Al-Lail on the other hand discovered citations of credible sources and entities, expectations and reference to trusted persons and pieces of information as the means of establishing ethos in statements of the Indonesian government on covid19, published by the Jakarta post within a period of time.

4.1.2 The Use of Pathos (Emotional Appeals)

The findings revealed the adoption and usage of the pathos appeal by the president, which involves tapping into the emotions of the audience to persuade and influence their perception. In this case, the president utilizes various elements of pathos, including highly emotive language, the use of "God-terms," and the consistent presentation of statistical data related to COVID-19 fatalities and changes in active cases. These pathos-related persuasive strategies have been found and analytically presented through four broad thematic areas and they are: Fear, empathy and concern, Hope and Optimism, National Remembrance and solidarity and God-terms.

Fear, Empathy and Concern

The president employs language that is emotionally charged and designed to elicit a strong emotional response from the audience. This include words and phrases that evoke feelings of fear, empathy, or urgency. By choosing words carefully, the president aims to connect with the emotions of the Ghanaian citizenry, making the impact of the pandemic more immediate and personal. The president also employs pathos by consistently presenting statistical data related to COVID-19, specifically focusing on fatalities and changes in active cases. The repetition of such data, through the five speeches, serves to reinforce the emotional impact of the pandemic, emphasizing the human toll and the urgency of the situation. Statistics can be a powerful tool to evoke empathy and concern, making the audience more receptive to the president's message.

Expression of empathy for lives lost to COVID-19 evokes a sense of compassion and concern for the well-being of citizens. Warning against complacency and the potential for a fourth wave of infections appeals to a shared sense of urgency and the need for continued vigilance. Assurance of government's commitment to protecting lives and livelihoods reflects a genuine concern for the health and safety of the Ghanaian population. The president also empathizes with the dwellers of boarder communities' relative to the hash policies to mitigate the noxious impact of the pandemic. In addition, the analysis specifically revealed president Akufo-Addo's employment of emotive expressions to either arouse the feeling of satisfaction and contentment or evoke fear and sadness by printing a gloomy picture about the ruinous impact of coronavirus on lives and livelihoods. For instance; the use of phrases like "continuous havoc", "devastating effects" and "jeopardize lives" by the Ghanaian president instil fear and panic among his audience, arousing in them the interest to protect themselves and loved ones against the disease, thus, adhering to the measures put out by government to contain the disease. Furthermore, the speaker's expression of disappointment at the resurgence of COVID-19 infections reflects a shared concern for the well-being of citizens. His remarks about COVID-19 related deaths and hospitalizations evokes empathy and highlights the human impact of the pandemic. Appeal to collective action and adherence to safety protocols appeals to a sense of community and solidarity in overcoming challenges. Below are some relevant extracts to indicate how Ghana's president used the theme of fear, empathy and concern to persuade the populace.

"As at Friday, 26th February 2021, the total number of active cases stood at five thousand, four hundred and forty-four (5,444); our daily infection rate is four hundred (400); and seventy-seven thousand, nine hundred and seventy-two (77,972) recoveries have been recorded.

Since I last spoke, one hundred and ninety-one (191) more people have sadly passed away”. (Akufo-Addo, 28th February, 2021)

“Let us choose to live and act responsibly throughout the Christmas festivities, and remember that our actions or inactions will either help to end the pandemic at a much faster rate, or continue to spread the virus in the country. I, on my part, will do everything possible to protect lives and livelihoods, and help return our nation to normalcy. It is possible, and the Government of Nana Addo Dankwa Akufo-Addo is determined to realize this goal as quickly as possible.” (Akufo-Addo, 15 December, 2021)

“To my fellow Ghanaians living along the borders of our nation, I know of the difficulties occasioned by the closure of our borders. As you know, the decision to close our borders, which are a source of livelihoods for many, was necessary because we wanted to limit the importation of the virus into the country. We are monitoring the level of threat of the disease and ongoing vaccinations in our neighbouring countries, and, as soon as we are satisfied that it is safe to do so, the borders will be open. Until then, I believe this is not the right time to reopen our land borders, especially as we are determined to prevent a 4th wave, and, as such, they will remain closed until further notice.” (Akufo-Addo, 15 December, 2021)

National Remembrance and Solidarity

The President evokes emotions of reverence and solidarity by commemorating the martyrdoms of Sergeant Adjetey, Corporal Attipoe, and Private Odartey Lamptey,

connecting this historical event to the nation's fight against COVID-19. Observing a moment of silence honours their memory and underscores the collective spirit of the nation. His acknowledgement of significant historical antecedents which points to the martyrdoms of these heroes and its connection to the freedom we enjoy today as a nation, invokes values like “nationhood” and “freedom” among the audience.

“Good evening, and thank you for welcoming me into your homes once again. You are doing so on one of the sacred days of our nation, 28th February, when the 1948 Christiansburg Crossroads shooting occurred seventy-three (73) years ago, which led to the martyrdoms of Sergeant Adjetey, Corporal Attipoe, and Private Odartey Lamptey, martyrdoms that ignited the nationalist movement, and led us to the freedom we enjoy today. Let us observe a moment’s silence in honour of their memory, and the memory of all the faithful departed patriots who helped create our nation. May their souls rest in perfect peace”.

(Akufo-Addo, 28th February 2021)

Hope and Optimism

Mr. Akufo Addo’s assurance of progress in vaccination efforts and eventual return to normalcy offers hope and reassurance to the audience. His reference to "light at the end of the tunnel" and the goal of zero active cases appeals to optimism and resilience in overcoming challenges. Recognizing sacrifices made by individuals and communities during the pandemic evokes feelings of empathy and appreciation. The president also expresses his determination to dutifully work to return the nation to its proper place as far as public health is concern. Furthermore, the president’s advocacy on continued vaccination efforts and the prospect of ramped-up vaccine availability offers hope for eventual control of the pandemic. His remarks about past successes in

managing the pandemic and overcoming challenges, also invokes optimism for future resilience. Underscoring the significance of remaining steadfast in adherence to protocols reinforces the belief in eventual victory over the virus. More so, the call for responsible behaviour during the festive season invokes optimism for a safe and enjoyable celebration while mitigating the risk of COVID-19 transmission. Stating the effectiveness of vaccination in reducing the spread of the virus inspires hope for a brighter future beyond the pandemic. Below are some relevant excerpts.

“We have seen a marked reduction in active cases, i.e., persons who currently have the virus, from five thousand, four hundred and forty-four (5,444) persons as at 26th February, to one thousand, three hundred and fourteen (1,314), as at 11th May.” (Akufo-Addo, 16th May, 2021)

“Our rate of infection has dropped significantly from four hundred (400) a day when I last spoke to you to less than one hundred (100) now, and the number of persons who have recovered from the virus has also increased from seventy-seven thousand, nine hundred and seventy-two (77,972) to ninety-one thousand, one hundred and forty-six (91,146) within the same period.” (Akufo-Addo, 16th May, 2021)

“If all of us stay the course, and adhere strictly to the protocols, we will emerge out of this pandemic even stronger than before. This is my charge to you this evening, my fellow Ghanaians. There is light at the end of the tunnel, we dare not give up all the hard work at this point in time. This too shall pass, because the Battle is still the Lord’s!!” (Akufo-Addo, 28th February 2021)

“Indeed, as at yesterday, Tuesday, 14th December, the Ghana Health Service has taken delivery of seventeen million, seven hundred and thirty-six thousand, seven hundred and ten (17,736,710) vaccine doses. We are expecting an additional eight million, five hundred and twenty-nine thousand, and ninety (8,529,090) doses by the end of the year. We have enough vaccines in the system. So, my fellow Ghanaians, I encourage each and every one of you to take advantage of this, and get vaccinated.” (Akufo-Addo, 15 December, 2021)

“Indeed, as at Friday, 25th March 2022, the total number of active cases stood at seventy-two (72). There are no severely or critically ill persons. Our COVID-19 treatment centres are empty, and the 4th wave appears to be over. In addition to these very low reported cases is the considerable improvement in the availability and uptake of vaccines by the population. Whilst we have not achieved our national vaccination coverage target, it is significant to note that reasonable vaccination coverages have been achieved in the hotspots of infections, particularly in the urban areas of Greater Accra and Greater Kumasi. Government is determined to use all means to increase the deployment of vaccination across the country to achieve our target of vaccinating some twenty million (20 million) Ghanaians by June.” (Akufo-Addo, 27 March, 2022)

God-terms

He was also found using God-terms which are words or phrases that carry strong positive connotations and are used to evoke a positive emotional response. In the

context of addressing a pandemic, the president might use terms like "safety," "protection," or "well-being." By associating these positive terms with his messaging, the president seeks to create a sense of reassurance and comfort among the audience. The use of anecdotal narration involves telling specific stories or examples that highlight the personal experiences of individuals within the Ghanaian citizenry. By sharing these narratives, the president aims to humanize the pandemic, making it relatable to the audience. Personal stories can be highly effective in eliciting empathy and fostering a deeper emotional connection.

In simple terms, the analysis illustrates how the president strategically employs pathos in his communication about the COVID-19 pandemic. By using highly emotive language, God-terms, statistical reportage, and anecdotal narration, the president aims to emotionally engage the Ghanaian audience, thereby influencing their perceptions and increasing receptivity to his viewpoints as expressed in the update speeches.

Mr. Akufo-Addo is also found to have use expressions like “it is gratifying to note that many Ghanaians are adhering to the protocols” and “it is heartening to see law enforcement agencies acting against person’s and institutions flouting the regulations”, to generate contentment and pleasure among Ghanaians who are motivated to do more as positive feedback leads to reinforcement.

Anecdotal narrations about the painful and discomfoting experience Ghanaians went through at the struck of covid-19 pandemic, for instance, president Nana Addo narrates in the 28th update, how Ghanaians felt the inconvenient alterations of their social lives; having to desist from shaking hands, hugging, wearing of nose mask and insertion of swab sticks into their throats and nostrils anytime a PCR test is conducted on us. Such narrations arouse the feelings of sorrow and unhappiness which is highly likely to convince them to contribute efforts in fighting the pandemic.

Like anecdotal narrations, the use of God-terms was found in the persuasive techniques deployed by the Ghanaian president to influence the populace on measures adopted by government to defeat the disease. These God-terms like the word “duty” evoke the deep prejudice of the listeners about what is needful and true, thus, the utilization of such terms by Mr. Akufo-Addo pushes his audience into emotional state of mind and persuading them thereon. The succeeding passages are extracts from the analysed speeches which vividly portray the rhetorical appeals identified and explained above.

“It is gratifying to note that many Ghanaians are adhering to the protocols, and it is heartening to see law enforcement agencies acting against persons and institutions flouting the regulations”. (Akufo-Addo, 16th May, 2021)

“As your President, it is my duty to protect lives and livelihoods. The ravages of COVID-19 have been devastating on our economy, and I am determined to return us to our normal way of life as quickly as possible, by helping to defeat the pandemic”. (Akufo-Addo, 15 December, 2021)

“Our comprehensive strategy has entailed living with restrictions that altered our daily routine; we have been restrained from shaking hands and hugging one another; we have had to keep a distance from each other; we have had to put up with the discomfort of wearing face masks every time we left our homes; we have had to endure distress caused by the poking of our nostrils and throats with swab-sticks, each time we underwent a PCR or antigen test; we had to endure, for three weeks, the painful lockdown in the Greater Accra Metropolitan Area and

Kasoa and the Greater Kumasi Metropolitan Area and contiguous districts; and we have all borne the brunt of the ravages of the pandemic". (Akufo-Addo, 27 March, 2022)

The Aristotelian postulation about persuading people relative to their emotional state of mind, where a rhetor deliberately tries to rouse a particular feeling or mood among his or her audience to attract a specific response from them, has manifested copiously in the rhetorical tactics employed by the Ghanaian head of state. The study revealed his techniques aimed at disposing his listeners emotionally to convince them about the sad realities his arguments present. For example; the use of emotive expressions, God-terms, anecdotal narratives and the almost ceaseless announcement of the number of people who succumb to the disease are all strategies unleashed by him to stir the emotions of his people. The use of these appeals are apparent in the above excerpts and aligns with the views of Alkhirbash (2016) who states that, under pathos, the speaker stirs the emotions of his audience.

The study also relates its findings with the diverse strategies employed by political leaders in different countries, including Jordan, Indonesia, Belgium, and Ghana, during the COVID-19 pandemic in their efforts to communicate with and influence their respective populations. A study conducted English speeches of King Abdullah II during the COVID-19 pandemic reveals a focus on strategies aimed at stimulating emotions of hope and optimism among the Jordanian audience. By employing these emotional appeals, King Abdullah II likely sought to uplift and reassure his citizens during a challenging time. The use of hope and optimism can be powerful in fostering a sense of unity and determination to overcome difficulties.

The Indonesian government as studied by (Al-Lail, 2022): According to Al-Lail's findings, the Indonesian government utilized emphasis and engagement as techniques

to evoke emotions among the populace during the pandemic. This suggests a deliberate effort to rally the masses in the fight against COVID-19 by emphasizing shared values and encouraging active participation. The use of engagement strategies may involve encouraging public involvement in health measures or community initiatives, creating a sense of collective responsibility.

Belgian Prime Minister's COVID-19 rhetoric as investigated by (Kornblit, 2022). In contrast to the emotional appeals observed in Jordan and Indonesia, Kornblit's research on the Belgian prime minister's communication during the pandemic suggests a reliance on rational and pragmatic arguments. Rather than appealing to emotions, the prime minister chose to use logical and practical reasoning to persuade the Belgian people. This approach may be reflective of a leadership style that prioritizes information and facts in crisis communication.

Ghanaian president Akufo-Addo part of whose covid-19 rhetoric is also being considered under this study, has also been investigated by (Dotsey, 2021): Dotsey's investigation into campaign rhetoric in the COVID-19 speeches of President AkufoAddo reveals the use of the pathos appeal to influence Ghanaian voters in the 2020 general election. In this case, emotions, likely including empathy, connection, or shared concern for the nation's well-being, were leveraged to sway public opinion in favour of the New Patriotic Party. The president aimed to create an emotional connection with voters, potentially influencing their electoral choices.

In summary, the passage illustrates the varied approaches taken by leaders in different countries during the COVID-19 pandemic. These approaches range from emphasizing hope and optimism (Jordan), utilizing engagement strategies (Indonesia), relying on rational and pragmatic arguments (Belgium), to employing pathos appeals for political influence (Ghana). This diversity underscores the complex nature of crisis

communication and the nuanced strategies leaders employ based on cultural, political, and contextual factors in their respective nations and audience and makes them experience particular feelings for persuasive purposes.

4.1.3 The Use of Logos (appeal to logic)

This research discovered, through a rhetorical analysis of selected covid-19 updates speeches of president Akufo-Addo, that the logical appeal was applied in the form of consistent presentation of statistical data on covid-19 active case count, recoveries and deaths, orderly presentation of argument, cause and effect reasoning and the provision of clear and comprehensive rationale for the institution of measures by government to deal with the disease. All these persuasive tactics have been utilized by Ghana's president to court the trust of his audience relative to the logicity of his arguments as illustrated in the addresses. The study has discovered the specific strategies employed by President Nana Akufo-Addo in utilizing statistical data and providing a rational explanation for the government's decision to vaccinate the Ghanaian populace during the COVID-19 pandemic and the global vaccine supply constraints. The six-step approach to thematic analysis by Braun and Clark (2006) was also employed by the researcher to generate some major sub-themes under the discovered persuasive appeals. Data-driven policies, Statistical data, Refutation of misinformation and strategic planning are some of the sub-themes under the logos appeal.

Data-driven Policies

Presentation of statistical data on COVID-19 testing, cases, and vaccination rates, as exposed through the analysis, provides a factual basis for policy decisions and resource allocation. Justification for government measures, such as vaccine requirements for travelers and border closures, is supported by empirical evidence and epidemiological analysis from the Ghana Health Service. Also, explanation of vaccine procurement strategies and domestic production plans reflects a logical approach to addressing

supply constraints and ensuring vaccine availability. In addition, the reference to the Delta Variant and its impact on transmission rates supports the rationale for re-implementing strict protocols whereas explanation of vaccine procurement plans and investment in domestic vaccine production reflects a strategic approach based on empirical evidence and analysis. The following excerpts supports the afore-stated analysis.

“The Ghana Health Service tells us that an overwhelming majority, that is seventy-five percent (75%), of the positive cases recorded at Kotoka have come from passengers who are not vaccinated. Beginning yesterday, Tuesday, 14th December, Government has decided that all visitors coming to Ghana have to be fully vaccinated. Furthermore, all persons seeking to travel outside the country must also be fully vaccinated”. (Akufo-Addo, 15 December 2021)

“International vaccine politics and the unpredictability of the supply chain, as well as a third wave of infections in some countries in Europe and Asia, have meant that we have not been able to secure as many vaccines and vaccinated as many Ghanaians as we would have wanted at this stage. In spite of these obstacles, the target is to vaccinate some twenty million Ghanaians, i.e., the entire adult population of Ghana, by the end of the year”. (Akufo-Addo, 16 May, 2021)

“As per data available from the Ghana Health Service, it appears that, unfortunately, our nation is experiencing a third wave of COVID-19 infections These increased infections have largely been

driven by the Delta Variant of the virus, which, according to the World Health Organization, has increased transmissibility rates, and, in our case in Ghana, has led, in recent weeks, to a rise in hospitalization and ICU bed uptakes, and, tragically, deaths”.
(Akufu-Addo, 25 July 2021)

“The global shortage of vaccines means that we must develop our capacity to produce our own vaccines domestically, and reduce our dependence on foreign supplies. We must be self-sufficient in this regard in the future, and prepare ourselves better to deal with any such occurrences in the future. To this end, the Committee I established, under the leadership of the world-renowned Ghanaian scientist, Professor Kwabena Frimpong Boateng, to investigate Ghana’s potential as a vaccine manufacturing hub, to meet national and regional needs, has presented its preliminary report which, amongst others, recommends the establishment of a National Vaccine Institute to spearhead this development. Government has committed to inject seed funding of some twenty-five million United States dollars (US\$25 million) this year into this whole enterprise.” (Akufu-Addo, 25th, July 2021)

Statistical Data

President Akufu-Addo's consistent use of statistical data throughout the sampled addresses under this study, on the impact of the coronavirus serves to underscore the reality and gravity of the situation. The presentation of statistical data conveys factuality on what is being presented through which the president aims to convince his

listeners about the severity of the pandemic's effects on lives and livelihoods. Statistical data, such as the number of cases, fatalities, and economic downturn, can effectively communicate and validate the urgency of taking preventive measures and mitigating the devastating consequences. The president strategically uses the statistical data to emphasize the urgent need for immediate action. By portraying the potential ruination that the pandemic could inflict on individuals and the broader society, President Akufo-Addo aims to mobilize his audience to recognize the seriousness of the situation and take necessary steps to protect themselves and others. These extracts below uphold the researcher's analysis.

“As at Sunday, 12th December, some two million and forty-two thousand, thousand, seven hundred and seventy-eight (2,042,778) tests have been conducted, out of which one hundred and thirty-one thousand, nine hundred and eleven (131,911) positive cases have been recorded. One hundred and twenty-nine thousand, six hundred and eighty-three (129,683) persons have recovered, meaning that, presently, the number of active cases, that is the number of people with the virus, stands at nine hundred and seventy-three (973) persons. In as much as this represents some degree of good news, we have, sadly, had one thousand, two hundred and fifty-five (1,255) persons dying from COVID-19.” (Akufo-Addo, 15 December 2021)

“As at Wednesday, 21st July 2021, ten (10) weeks later, the Ghana Health Services is now reporting that our total number of active cases stands at four thousand and ninety-four (4,094). A total of one million, three hundred and ninety-four thousand, five hundred and

forty (1,394,540) tests have been conducted, out of which one hundred and one thousand, one hundred and seventy (101,170) persons have been infected with the virus, and ninety-six thousand, two hundred and fifty-five (96,255) persons have recovered. Our daily infection rate is and, sadly, thirty-six (36) more people have died from COVID over the last ten (10) weeks, bringing the cumulative number of deaths to eight hundred and nineteen (819) since the onset of the pandemic. Greater Accra and Greater Kumasi Metropolitan areas remain the hotspots of infections. This entire development is very alarming, especially as we are being told by officials of the Ghana Health Service that the recovery rate is on the decline.” (Akufo-Addo, 25th, July 2021)

Logical Argumentation

In terms of the logical basis for vaccination decision: President Akufo-Addo goes beyond presenting statistical data to explain the rationale behind the government's decision to vaccinate the Ghanaian populace, quoting credible expert health institution like the Ghana Health Service and the World Health Organization. The president therefore provides a clear and logical explanation to enable citizens understand the necessity of vaccination as a key strategy in combating the pandemic. This could involve emphasizing the effectiveness of vaccines in preventing severe illness, reducing transmission, and ultimately saving lives.

The president cites authentic sources like the WHO, by citing the World Health Organization (WHO), the president adds credibility to the cause-and-effect reasoning he establishes in the addresses. The WHO is a globally recognized and authoritative source on public health matters, thus, referencing it on issues of COVID-19 strengthens

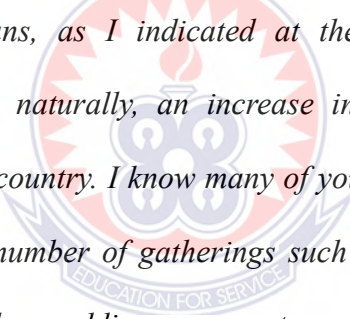
the logical basis for the argument. This appeals to the audience's sense of trust in reputable and expert information.

Furthermore, the president's identification of the Delta variant as the cause of the surge employs a logical and scientific approach. The Delta variant is known for its increased transmissibility and potential for severe illness. By linking the spike in infections to that variant of the coronavirus, the president provides a clear cause-and-effect relationship, enhancing the audience's understanding of the situation and validating the redressive policy interventions put out by the government. Also, the use of logical argumentation is further evident in the president's detailed explanation of the repercussions of the surge. By specifically pinpointing emergency medical situations such as hospitalizations, ICU bed uptake, and deaths, as consequences of the spike in infections, the president paints a comprehensive picture of the impact of the Delta variant. This specificity adds precision to the argument and strengthens the logical connection between the cause (Delta variant) and its effects. The establishment of the cause-and-effect reasoning which inherently follows a logical sequence, is utilized by the rhetor to present the emergence of the Delta variant as the cause and then detailing the direct effects to guide the audience through a coherent and rational progression of events. This logical sequencing aids in the audience's comprehension and acceptance of the argument.

The focus of the president on consequences such as hospitalizations, ICU bed uptake, and deaths underscores the public health impact of the Delta variant. This approach resonates with the audience's concern for their well-being and that of their community, therefore emphasizing the tangible and immediate effects of the virus, the president strengthens the logical appeal to prioritize measures to control the spread of the virus. The president also elucidates on the need to remain vigilant, focus and strict in practicing the Covid-19 sanitary protocols and getting vaccinated during and after the

Yuletide, pointing to the natural increase in social gatherings in the month of December in relation to festivities. This is, more so, firmly rooted in logic when the president presented an inference from last year's Christmas celebration about how its aftermath lead to a sharp spike in the count of covid-19 infections and deaths.

Nana Akufo-Ado's justification for re-implementing strict protocols based on rising infection rates and hospitalizations provides a logical rationale for policy decisions. His proposal for enhanced measures at funerals and workplaces is supported by reasoning aimed at minimizing transmission risks. And then investment in vaccine research and development is justified as a long-term solution to reduce dependence on foreign supplies and mitigate future risks. Below are relevant extracts that relate to this sub-theme.



“Fellow Ghanaians, as I indicated at the outset, the month of December elicits, naturally, an increase in the number of social gatherings in the country. I know many of you have planned either to host or attend a number of gatherings such as religious events and activities, funerals, weddings, concerts, musical shows, festivals, anniversaries, sporting events, family gatherings and parties. Nonetheless, we should be guided by what transpired last Christmas, where there was a sharp spike in the number of COVID infection cases and deaths in the immediate months of January and February 2021. We should avoid the repetition of such a scenario after this year's Christmas celebration.” (Akufo-Addo, 15 December 2021)

“The global shortage of vaccines means that we must develop our capacity to produce our own vaccines domestically, and reduce our dependence on foreign supplies. We must be self-sufficient in this

regard in the future, and prepare ourselves better to deal with any such occurrences in the future. To this end, the Committee I established, under the leadership of the world-renowned Ghanaian scientist, Professor Kwabena Frimpong Boateng, to investigate Ghana's potential as a vaccine manufacturing hub, to meet national and regional needs, has presented its preliminary report which, amongst others, recommends the establishment of a National Vaccine Institute to spearhead this development. Government has committed to inject seed funding of some twenty-five million United States dollars (US\$25 million) this year into this whole enterprise” (Akufo-Addo, 25th, July 2021)

“Getting the jab is the best route out of the pandemic, because, according to WHO, it reduces the risk of death, hospitalization and the spread of the virus. It is for this reason that we have committed ourselves to vaccinating some twenty million Ghanaians, that is the entire adult population, by the end of the year.” (Akufo-Addo, 15 December 2021)

Rational Decisions

Mr. Akufo-Ado's explanation of vaccine distribution plans and vaccination campaigns reflects a strategic approach to mitigating transmission risks and achieving population immunity amidst global vaccine crises. Again, his clarification of the rationale behind easing restrictions, based on declining infection rates, successful vaccination campaigns, and increased healthcare capacity, reflects rational decision-making and risk assessment. The president also gives assurance of continued monitoring and

readiness to implement measures, if necessary, demonstrates a balanced approach to managing public health risks while supporting economic recovery and the advocacy on engaging in responsible behaviour, such as maintaining hygiene practices and getting vaccinated, is grounded in logical reasoning and public health recommendations.

With the subject of global constraints of vaccines: The president enhances the rationality of the government's vaccine distribution plan by linking it with global constraints and the scarcity of vaccines. This approach acknowledges the challenges faced by nations worldwide in securing an adequate supply of vaccines. By explaining the global context, President Akufo-Addo aims to foster understanding among Ghanaians regarding the complexities involved in vaccine distribution.

Prioritizing high-risk population and frontline workers: To further strengthen the rationale for the vaccine distribution plan, the president ensures transparency by explaining the criteria for prioritizing certain groups. By giving the job to high-risk populations and frontline workers in the three arms of government first, President Akufo-Addo demonstrates a strategic approach that prioritizes those most vulnerable in, and critical to the functioning of society.

In clear terms, the analysis highlights President Nana Akufo-Addo's comprehensive approach in utilizing statistical data, providing logical explanations, and addressing global constraints to convince and inform the Ghanaian populace about the gravity and reality of the COVID-19 pandemic and the rationale behind the government's vaccination strategy and policy decisions.

“Through the National Vaccine Deployment Plan, our population has been segmented into four groups, and this will determine which section of the population gets vaccinated at a particular time. Group

I is categorized as “persons most at risk and frontline State officials”. It includes healthcare workers, frontline security personnel, persons with underlying medical conditions, persons sixty (60) years and above, and frontline the logos members of the Executive, Legislature and Judiciary”. (Akufo-Addo, 28 February 2021)

“Fellow Ghanaians, Government stands by its commitment to vaccinate twenty million Ghanaians, i.e., the entire adult population, by the end of this year, in spite of the huge global demand for vaccines by countries, and the surge in infections the world over. So far, one million, two hundred and seventy-one thousand, three hundred and ninety-three (1,271,393) vaccine doses have been administered, with eight hundred and sixty-five thousand, four hundred and twenty-two (865,422) persons having received a single jab, and four hundred and five thousand, nine hundred and seventy-one (405,971) persons have received their full dose of two (2) jabs.” (Akufo-Addo, 25th, July 2021)

“So far, we have been able to administer only six million, four hundred and twenty thousand, nine hundred and seventy-three (6,420,973) doses out of the 17.7 million we have at our disposal. Let me state, as clearly as I can. The vaccines are safe. They will not harm you. They will protect you and your family. Contrary to the mischief being peddled by some, getting vaccinated will not cause you to vote for the NPP in the 2024 elections, if you do not want to.

This is an outrageous claim. Vaccination cannot change your political preferences. That is not its purpose.” (Akufo-Addo, 15 December 2021)

“I remain optimistic that we can return our lives to normal if we cooperate and work together. Let the reduced rate of infections not lull us into a false sense of security; let us continue to adhere to the safety protocols, i.e., the enhanced hygiene and mask wearing protocols; let us take the vaccine when it gets to our turn; and let us continue to put our faith in Almighty God.” (Akufo-Addo, 16 May, 2021)

All the techniques deployed by Mr. Akufo-Addo in the utilization of persuasive appeals as seen above, in the findings of this study and in the extracts of the analysed speeches; ranging from the use of covid-19 statistical data which vividly outlines the total number of active cases, recoveries and deaths, logical argumentation, use of clear and highly comprehensive language, rational decisions and referencing authorities are all meant to establish and deepen the logical potency of the president’s arguments. These techniques have also been found to be in conformity with the elucidations of Varpio (2018), Ting (2018) and Krishnan et al (2020) on the Aristotelian rhetorical theory. All these authorities describe logos as an appeal to rationality of thought and arguments propelled by the lucidity and logical purity of the rhetor’s viewpoints and ideas. The findings of this work is not also different from the findings of several studies like Richard (2022) who investigated rhetorical and persuading practs in Nigeria’s president Muhammadu Buhari’s broadcasts on covid-19 pandemic and discovered the use of data and statistics, reasoning from specific instances and reasoning from principles as rhetorical strategies unleashed by Mr. Buhari to construct and use the appeal to logic in his broadcasts. In

the covid-19 English speeches of the Jordanian king, Amaireh (2023) also identified the use of quotations from authentic sources and statistical information by king Abdullah II to appeal to the reason of his audience.

4.2 RQ2 What are the persuasive goals of the rhetoric appeals used in the Covid-19 “updates”?

The analysis revealed that the overarching goal for the usage of the identified rhetorical appeals by Ghana’s president Nana Addo Dankwa Akufo-Addo is to ensure a Ghanaian state without a single case of covid-19. Other specific and supporting goals to the overarching goal include; the attainment of herd immunity through vaccination among Ghana’s population and the strict adherence to covid-19 hygiene protocols. The achievement of these supporting goals automatically leads to the realization of the overarching goal of the rhetoric appeals. Relevant sub-themes were generated through thematic analysis with evidential extracts from the analysed speeches to manifest the inherence of the identified goals. These sub-themes are appropriately apportioned to the goals that they portray.

4.2.1 Zero Covid-19 Cases in Ghana.

The persuasive examination of the presidential Covid-19 update speeches revealed that, the overarching goal of the rhetoric appeals as identified in the study is to ensure a Ghanaian state without a single infection of Covid-19. This is clearly deduced from president Akufo-Addo’s concluding statements in his 26th update on coronavirus. This goal has been the underlying purpose of the plethora of interventions and numerous appeals of persuasion adopted by the Akufo-Addo administration to combat the disease. The persuasive appeals in the speeches are meant to convince the Ghanaian audience to appreciate the competence and credibility of the president on issues of Covid-19 as espoused in his speeches, understand the noxious effects of the disease

on human existence and recognize the rationale for the established interventions by government to mitigate the virulence of the disease and contribute assiduously, by way of adhering to the covid19 sanitary practices and getting vaccinated against the pandemic, towards the attainment of the goal.

The researcher, through thematic analysis, developed efficient sub-themes under this overarching persuasive goal of the appeals discovered herein the study, through which themes, the work further discusses with relevant indicative excerpts from the updates under analysis, the ways by which the president pursues the attainment of the goal. These themes are: Recognizing collectivism, Encouragement of Hygiene protocols and vaccination, Restriction of movements and Testing and treatment measures.

Recognizing Collectivism

The president's acknowledgment of the essence of collectivism underscores an understanding that addressing the pandemic requires a united effort from the entire Ghanaian population. This recognition forms the basis for the implementation of policies and measures that encourage active participation and collaboration among citizens in the fight against COVID-19. Also, the president's decision to address the public at regular intervals reflects a commitment to transparent and consistent communication. Regular updates not only keep the public informed about the latest developments but also contribute to a sense of shared responsibility. It fosters a connection between the government and the people, emphasizing that everyone has a role to play in overcoming the challenges posed by the pandemic. In these regular updates, Mr. Akufo-Ado incorporates expert opinions and statistical data and uses that to not only inform his audience but provides them with credible and scientific information. This approach enhances the trustworthiness of the messages and reinforces the idea that collective action is based on sound advice from health professionals and experts, while emphasizing the importance of data-driven

approaches in understanding and combatting the virus to attain a zero Covid-19 infections in Ghana. The consistent choice of plural personal pronouns like we, our and us by the president, as seen in the excerpts below and rallying his fellow Ghanaians to action in the fight against the pandemic, points to his recognition of the spirit of collectivism in the fight, such that, when everybody at every corner of the country prevents himself or herself against the virus or avails oneself for testing and treatment where necessary, it will lead to a successful battle against the disease in the country. This is therefore highly indicative of the pursuit of a zero covid-19 active cases in Ghana.

“If all of us stay the course, and adhere strictly to the protocols, we will emerge out of this pandemic even stronger than before. This is my charge to you this evening, my fellow Ghanaians. There is light at the end of the tunnel, we dare not give up all the hard work at this point in time. This too shall pass, because the Battle is still the Lord’s!!” (Akufo-Addo, 28 February 2021)

“Fellow Ghanaians, it is obvious from the data that we have let our guard down, with many going about their daily duties in clear breach and disregard for the protocols. At a time when the economy is on the rebound, and business activities picking up, we must do everything possible to contain this outbreak. We cannot afford to return to the days of partial lockdowns, which brought considerable hardships and difficulties for all of us.” (Akufo-Addo, 25th, July 2021)

“Fellow Ghanaians, we must remember that the virus continues to jeopardize our lives and livelihoods. Without doubt, God has been

gracious to us. Nonetheless, I ask this evening that we remain steadfast in our adherence to the protocols, so we can overcome this third-wave of infections. If we do so, we will soon be able to return to our normal way of life. Zero active cases must remain the overarching goal, and I have no doubt that, together, and with the help of God, this too shall pass, for the Battle is still the Lord's".
(Akufo-Addo- 16th May 2021).

Promoting Hygiene protocols and vaccination

The president's promotion of hygiene protocols and vaccination reflects a commitment to preventive measures. By urging citizens to observe hygiene protocols and get vaccinated, the government emphasizes individual and collective responsibility to curb the spread of the virus and protect public health. This therefore gives the highest indication of aiming to attain zero covid-19 active cases in the country. In the following extracts, the rhetor persuades Ghanaian masses towards adherence to the established sanitary practices and vaccination, by pointing out to these masses, how these preventive measures have served them well as a people overtime and remain their surest way out of the pandemic:

“The current data suggests quite a favourable COVID situation prevailing in Ghana, and I say this only to encourage each one of us to continue to be vigilant, and adhere to the enhanced hygiene protocols which have served us so well so far. Three regions, i.e., Ashanti, Greater Accra and Volta, have the bulk of infections. Seven (7) regions have single-digit infections, and six (6) regions, that is Ahafo, North East, Oti, Savannah, Upper West and Western North, at the moment, have zero (0) active cases. We must do everything

possible, at the very least, to maintain this situation, especially as the festive season approaches”. (Akufo-Addo- 25th July 2021).

“Government has beefed up its response capability and capacity to deal with the virus should we encounter an upsurge in infections. Over time, we have expanded our healthcare infrastructure, including oxygen supply and reach, particularly with respect to testing and treatment centres, and the training of health professionals across the country, in the care of severe and critically ill persons. However, our best bet in the fight remains adhering to the enhanced hygiene, social distancing and mask wearing protocols, and getting vaccinated.” (Akufo-Addo, 15 December 2021)

Restriction of Movement

The call to restrict movement and travels aligns with the broader strategy of limiting the spread of the virus. This measure recognizes the interconnectedness of communities and aims to contain the transmission by reducing unnecessary movement and interactions. Government’s policy to restrict movements and travels as espoused in the extracts below and providing logical explanation to the appreciation of his audience is suggestive of the pursuit of zero active covid-19 cases in Ghana. For instance, when the movements of people are restricted, the risk of their exposure to the disease is reduced or curtailed, thus, leading to a prevention of increased infections, contributing to the achievement of the overarching goal.

“I want to reiterate, as captured in the travel directive jointly issued by the Ministry of Foreign Affairs and Regional Integration and the

Ghana Health Service, that all non-essential trips to countries with high COVID-19 infection rates should either be cancelled or postponed. There will be plenty of time, God-willing, for such trips in the future. We will continue to review our travel restriction measures.” (Akufo-Addo, 16 May, 2021)

“To my fellow Ghanaians living along the borders of our nation, I know of the difficulties occasioned by the closure of our borders. As you know, the decision to close our borders, which are a source of livelihoods for many, was necessary because we wanted to limit the importation of the virus into the country. We are monitoring the level of threat of the disease and ongoing vaccinations in our neighboring countries, and, as soon as we are satisfied that it is safe to do so, the borders will be open. Until then, I believe this is not the right time to reopen our land borders, especially as we are determined to prevent a 4th wave, and, as such, they will remain closed until further notice.” (Akufo-Addo, 15 December 2021)

Testing and Treatment measures

The implementation of testing and treatment measures demonstrates a proactive approach to identifying and managing COVID-19 cases. By encouraging testing and ensuring adequate treatment for infected individuals, the government contributes to the overall control of the pandemic while safeguarding public health.

“We have re-evaluated quality checks on testing at KIA, and we are satisfied with the sensitivity and specificity of the testing regime there. All arriving passengers who test positive will follow the laid

down procedure. Those who test negative from designated COVID-19 hotspots, and testing negative at KIA, may be subjected to a repeat test on the third day of arrival". (Akufo-Addo, 16 May, 2021)

The testing and treatment measures as contained in the excerpts above exposed the rhetor's intention to ensure that persons infected with the coronavirus are identified, isolated and treated to forestall further infections among the general populace. This also indicates the objective to rid the Ghanaian nation off the coronavirus cases. In summary, the president's multifaceted approach involves recognizing collectivism, restriction of movements, encouraging adherence to hygiene protocols and vaccination and testing and treatment measures. The combination of these strategies underscore the importance of a collective effort in the fight against COVID -19 and demonstrates the government's commitment to engaging the Ghanaian masses in a comprehensive and informed manner.

The pursuit of this goal is hinged on the speaker's ability to persuade the Ghanaian masses to accept the arguments he puts forth, thus president Akufo-Addo employs rhetorical strategies which is commensurate with the Aristotelian rhetorical theory where his arguments try to appeal to his credibility and good character, stir the emotions of his listeners and to convince them with regards to the rationality of his arguments. In the preceding extracts, Mr. Akufo-Addo tactically links the attainment of a zero active cases of Covid-19 to the strict adherence to the sanitary coronavirus practices after inspiring fear among his audience, commenting on the ruinous effects of the disease on lives and livelihoods.

He further declared his focus on getting the nation back to normalcy which indirectly encourages others to do their best in that regards. He also declares his resolution to do

his best to protect the lives and livelihoods of his people to ensure a living without covid-19 in the country, this enables him to influence his audience to equally to do their bid to protect their own lives. More so, the president also presents regional statistics of covid-19 infections in the country, pointing to the zero cases in some regions and encouraging the citizenry to at least maintain that situation even during and after the ensuing festive occasions. These techniques are aimed at halting the spread of the covid-19 which will contribute to the realization of the above goal.

Several studies conducted around presidential crises rhetoric, specifically on Covid19 have employed Aristotle's theory of rhetoric with the aim of rallying the support of the audience in the fight against Covid-19 pandemic. One of such studies is Amaireh (2023). A study that discovered the use of logical appeals by King Abdullah of Jordan to motivate his compatriots to wage war against serious issues like Covid-19 pandemic, climate change and poverty. A research finding by Richard (2022) also revealed the aim of persuasion in Nigeria's president Muhammadu Buhari's broadcasts on the Covid-19 pandemic to be the attraction of support from Nigerians in the containment of the disease.

4.2.2 Achievement of herd immunity through vaccination.

The second goal of the rhetorical appeals is the attainment of herd immunity through vaccination. This specific goal of the rhetoric appeals is related to the first goal, such that, its attainment will partly and automatically lead to the realization of the overarching goal as established under this study. The president explains that, taking the covid-19 jab is one of the surest ways out of the pandemic as it helps to halt the spread of the disease.

The president again, adopted the trifectas of Aristotelian appeals to advocate for the achievement of the goal. Authentic sources of health-related information have been

cited, emotionally induced language has been employed together with expressions of positive connotations of personality traits of the rhetor to convince the Ghanaian masses to believe the salubrious capacity of the Covid-19 vaccines and to accept to take it. The above goal is categorically captured in the aim of the government to specifically vaccinate twenty million Ghanaians against Covid-19 before the end of 2021. This indirectly implores every Ghanaian adult to work towards the realization of this goal. The themes of Refutation of vaccine misconceptions, Campaign for vaccine acceptance and Vaccine availability and Vaccination statistics have been generated under this goal through thematic analysis of the updates.

Refutation of Vaccine Misconceptions

President Nana Akufo-Addo deliberately referenced World Health Organization, Food and Drug Authority and the Ghana Health Services to dispel fears and uncertainties fuelled by conspiracy theories and authorless stories about the covid-19 vaccines and authenticate its curative and prophylactic effects. A deployment of statistical data on the procurement and usage of vaccines has also been uncovered by the analysis as one of the persuasive strategies unleashed to pursue the accomplishment of the goal. Ghanaians are influenced by the quotations from credible health institutions to make nonsense of the misconceptions about the COVID-19 vaccines and upholding its curative potency and the information that the president himself and some prominent personalities and appointees of his government took the vaccine publicly without falling sick or dying as a result, indicates the desire to achieve through persuasion, herd immunity through vaccination. The extracts below contain evidence of the analysis.

“To my Fellow Ghanaians who have not received the jab, I urge you to take it. To those listening to the propaganda by the conspiracy theorists and those who are still sceptical about the efficacy of the vaccine, it has been a year since my wife and I got vaccinated; it has

not disrupted our physical wellbeing, neither has it caused us to be sick. We are, touch wood, hale and hearty, like the other 13.1 million Ghanaians who have been vaccinated.” (Akufo-Addo, 27 March, 2022)

“Fellow Ghanaians, I know there are still some who continue to express doubts about the vaccine, others have expressed reservations about its efficacy, with some taking sides with conspiracy theorists who believe the vaccine has been created to wipe out the African race. This is far from the truth. Our domestic regulatory agency, FDA, one of the most reputable in Africa and in the world, has certified the safe use of the vaccine. It will not do so if it had any reservations about the safety of the vaccine, and I have gone on record as saying that no vaccine will be deployed in the country for use without the express certification of the FDA”. (Akufo-Addo- 28th February 2021)

Campaign for Vaccine Acceptance

The president’s attempt to tie-up the return of Ghanaian lives to normalcy, and the revocation of the law restricting human movement to the attainment of government’s goal to vaccinate more than fifty percent of the Ghanaian population exposes the persuasive goal of achieving herd immunity through vaccination. With this, the president creates an impression, through logical reasoning and citing reliable sources, among his audience that, the only way they can be free from the ravages and discomforts of Covid-19 is to avail themselves for vaccination. Below are some relevant excerpts that bear valuable evidence to the theme of campaigning for covid-19 vaccine acceptance which portrays a vaccine-induced herd immunity.

“Until we vaccinate the requisite numbers of Ghanaians, and achieve herd immunity, which will help return our lives to normalcy, the Imposition of Restrictions Act, 2020 (Act 1012), will remain in force, and the security agencies will not relent in their efforts to enforce it”. (Akufo-Addo- 16th May 2021).

“Getting the jab is the best route out of the pandemic, because, according to WHO, it reduces the risk of death, hospitalization and the spread of the virus. It is for this reason that we have committed ourselves to vaccinating some twenty million Ghanaians, that is the entire adult population, by the end of the year”. (Akufo-Addo- 25th July 2021).

Provision of Vaccines and Vaccination Statistics

The provision of COVID-19 vaccines by the government and ensuring that it is in adequate supply amidst global crises on vaccine procurement and the consistent presentation of statistical data on the people who are fully or partially vaccinated against the coronavirus, conveys the essence government attaches to these vaccines in the achievement of herd immunity and the return of the country to normalcy. In the extracts below, the president comments on the efforts to procure enough vaccines, using that to encourage his compatriots to avail themselves for vaccination which is in obvious pursuance of the goal of attaining herd immunity by way of vaccination.

“Fellow Ghanaians, Government stands by its commitment to vaccinate twenty million Ghanaians, i.e., the entire adult population, by the end of this year, in spite of the huge global demand for vaccines by countries, and the surge in infections the world over. So far, one million, two hundred and seventy-one thousand, three hundred and

ninety-three (1,271,393) vaccine doses have been administered, with eight hundred and sixty-five thousand, four hundred and twenty-two (865,422) persons having received a single jab, and four hundred and five thousand, nine hundred and seventy-one (405,971) persons have received their full dose of two (2) jabs". (Akufo-Addo- 16th May 2021).

"Indeed, as at yesterday, Tuesday, 14th December, the Ghana Health Service has taken delivery of seventeen million, seven hundred and thirty-six thousand, seven hundred and ten (17,736,710) vaccine doses. We are expecting an additional eight million, five hundred and twenty-nine thousand, and ninety (8,529,090) doses by the end of the year. We have enough vaccines in the system. So, my fellow Ghanaians, I encourage each and every one of you to take advantage of this, and get vaccinated". (Akufo-Addo, 15th December 2021)

The accomplishment of this persuasive goal is sought through the usage of the rhetoric appeals. President Nana Akufo-Addo is found to have used diverse persuasive strategies which correlates with and evoke the modes of persuasion. For instance, citing of credible sources, use of statistical data and cause and effect reasoning have all been tipped by Varpio (2018), Gagich and Zickel (2018) and even Aristotle (1991, 2007) as rhetorical techniques to construct the appeal to ethics and logic. A study into the use of rhetorical devices in newspaper articles published by the "Jakarta" post relative to Aristotle's theory of rhetoric, found the ethos, logos and pathos appeals with the aim of influencing the populace to support government's goals of the rhetoric appeals contained in the speeches. Some of these goals as discovered by Al-lail (2022) are

decreasing daily counts of cases, escalating the number of recoveries and reduction of fatalities. Although the goals of rhetorical appeals as discovered by Al-Lail is not categorically captured as the one above but they are ideologically the same, since the achievement of vaccine induced herd immunity means the halting of covid-19 infections which indirectly reduce fatalities.

4.2.3 Adherence to the Covid-19 hygiene protocols

The analysis also unravelled the strict adherence to the covid-19 sanitary practices among Ghanaian citizenry as another persuasive goal of the inherent rhetoric appeals revealed in the said speeches. President Akufo-Addo, once again, tried to emphasize the significance of following and enacting the safety protocols by persistently making pronouncements about it in all the five selected speeches and in most cases portraying it as one of the surest ways out of the covid-19 pandemic. While scientists around the globe were searching for a cure and a vaccine to contain the disease, the very first raft of measures put out by the World Health Organization at the genesis of the disease was the safety protocols, aimed at controlling the spread of the virus.

The president is seen under several instances juxtaposing the serene and normal lives Ghanaians lived prior to the emergence of coronavirus in 2019 with the painful discomfort brought upon human beings by the noxious virus and calling on the masses to infer and fight relentlessly to return their lives to normalcy through adherence to the sanitary practices like washing one's hands under running water, keeping reasonable distance from one another, refrain from shaking hands and wearing of the nose mask.

In the bid to protect lives and livelihoods and restore the wellness of the general population, the president deployed several rhetorical strategies, aiming to persuasively drive adherence to the Covid-19 safety protocols among his compatriots, having convince them to recognize the telling effects of the pandemic and the urgent need to

protect themselves and the Ghanaian territories from the ravages of the disease. The researcher has generated two broad themes under this goal, using the six-step approach to thematic analysis by Braun and Clark (2006).

These themes include; Reward of compliance and Legalization of the protocols.

Reward of Compliance

President Akufo Ado trumpets almost ceaselessly, in all the addresses under analysis by the researcher, the gains of the wide range of adherence to the COVID-19 sanitary protocols. As contained in the excerpts below, he portrays it as one of the surest ways through which life in Ghana can return to normalcy. In addition, the president declares the easing of restrictions as the “reward of compliance with the protocols” describing adherence to the safety protocols as something the Ghanaian populace cannot disregard as that may spell doom for the country. All these are clear indications that adherence to the safety protocols is undoubtedly, a persuasive goal of the established rhetoric appeals in this study. Mr, Akufo Ado also advocates for the continual enactment of the Covid-19 sanitary practices like, washing of hands under running water and wearing the nose mask.

“Fellow Ghanaians, the roll out of the vaccination campaign does not mean we should let our guard down, and discard the safety protocols that have served us well thus far. We cannot afford to let our guard down. Let us continue to wash our hands under running water, maintain social distancing, refrain from shaking hands and hugging, and, most importantly, wear our masks”. (Akufo-Addo-28TH February 2021).

“If all of us stay the course, and adhere strictly to the protocols, we will emerge out of this pandemic even stronger than before. This is

my charge to you this evening, my fellow Ghanaians. There is light at the end of the tunnel, we dare not give up all the hard work at this point in time. This too shall pass, because the Battle is still the Lord's"!! (Akufo-Addo- 28TH February 2021).

"In as much as our active cases are now relatively low, the wearing of masks, unfortunately, remains low, and compliance with the safety protocols is still problematic. Whilst Government does its part to secure the necessary numbers of vaccines to help vaccinate all Ghanaians, we cannot afford to disregard the social distancing, hand washing, mask wearing and enhanced hygiene protocols that have brought us this far. They must continue to be a part and parcel of our daily lives and routines". (Akufo-Addo- 25th July 2021).

"So, let us all continue to adhere to the COVID-19 safety protocols that are now part of our day-to-day activities. We see the rewards for our compliance with the protocols, whenever we witness favourable scenarios in our fight against the virus, evidenced in the easing of some of the restrictions". (Akufo-Addo- 16th May 2021).

In the excerpts above, Mr. Akufo-Addo tries to logically persuade the populace about the positive effects of sticking to the safety protocols, explaining that, easing of restrictions during the pandemic is an indication of the benefit we are reaping from complying with the hygiene practices, this creates the impression that, to have the restrictions eased or taken off means adhering to the etiquettes. He also basis the nation's ability to "emerge out of the pandemic even more stronger" on the people's application of the protocols.

Legalization of the Safety Protocols

The enactment of laws, during the pandemic, to legalize and make mandatory, the Covid-19 hygiene practices also portrays vividly, the adherence to these protocols as a persuasive goal of the rhetoric appeals employed by the president in his Covid-19 speeches. The Imposition of Restrictions Act, 2020 is an example of such laws, mention of which has been made by the president in the following extract.

“Until we vaccinate the requisite numbers of Ghanaians, and achieve herd immunity, which will help return our lives to normalcy, the Imposition of Restrictions Act, 2020 (Act 1012), will remain in force, and the security agencies will not relent in their efforts to enforce it”.
(Akufo-Addo- 16th May 2021).

The adopted techniques reflect the teaching of the Aristotelian rhetorical theory which is similar to the findings of a good number of studies, some of these works include; Amaireh (2023), Al-Lail (2022) and Richard (2022). These and many other research works on covid-19 found a blanket goal of persuasion relative to the identified appeals of rhetoric which is rallying the populace in the fight against the coronavirus pandemic encapsulating a number of specific goals like adherence to safety protocols. For Amaireh (2023) and Al-Lail (2022) whose studies are underpinned by the rhetorical theory of Aristotle in studying persuasion of presidential speeches during covid-19. The fight against the pandemic appears the general goal of rhetoric in those studies. Richard (2022) found, in his investigation of persuasive practice in the coronavirus rhetoric of President Buhari of Nigeria that, persuasive strategies as identified in Mr. Buhari’s speeches implores Nigerians to accept and work with scientific and medical advice and that one way to effectively halt the spread of the disease is through social distancing and other sanitary practices.

4.5 Chapter Summary

The fourth chapter presents an evaluation of findings relative to the Ghanaian president's speeches on enhanced measures to contain the deadly covid-19 pandemic. The study examined five (5) of the said addresses, that is the 24th, 25th, 26th, 27th, and 28th updates, delivered between February 2021 and March 2022. The findings revealed that the triad of appeals; ethos, pathos and logos are present in the analysed speeches. It also investigated and discussed the goals of the established rhetorical appeals in the presidential speeches and found that, zero active cases of covid-19 infections in Ghana, attainment of herd immunity through vaccination and strict adherence to covid-19 hygiene protocols have also been discovered to be the main goals of the rhetorical appeals in the speeches.



CHAPTER FIVE

SUMMARY OF FINDINGS CONCLUSION AND RECOMMENDATIONS

5.0 Introduction:

This chapter opens with abridgement of key findings resulting from the rhetorical 105 analysis of selected covid-19 speeches presented to Ghanaians by president Nana Addo Dankwa Akufo-Addo from the first quarter of 2021 to the same period of 2022. Conclusions are reached relative to the findings of the study while recommendations are proffered for decision making and policy direction and provide guidance for students, leaders, researchers and Non-Governmental Organizations and politicians. Suggestions to shape and form future studies will also be offered.

5.1 Summary of Major Findings

The findings emanating from this study reveal a multitude of rhetorical strategies through which President Nana Addo Dankwa Akufo Addo used the ethos, pathos and logos persuasive appeals in the sampled covid-19 speeches of president AkufoAddo. Many quotations have been discovered from relevant and reliable sources like World Health Organization, Ghana Health Service, Food and Drugs Authority and Ghana's covid-19 taskforce to build and enhance the trustworthiness of the speaker's arguments and the efficacy of vaccines.

The study identified three thematic areas relative to the use of ethos appeals which include; exemplary leadership, expert authentication and approval and trust in authorities. Through these themes, Mr. Akufo Addo deployed diverse persuasive strategies to convince his audience about his credibility, good character and trustworthy arguments. Securing vaccine doses ahead of schedule receiving of COVID-19 jab publicly, reference to credible health institutions like the World Health

Organization, Ghana Health Service and Food and Drugs Authority and citation of the coordinative and collaborative efforts of famous personalities and institutions of authority like the national Chief Imam, the Ga Mantse, the Asantehene, professor Kwabena Frimpong Boateng, the parliament of Ghana and the Ghanaian Judiciary are some of the established rhetorical strategies employed by the president for persuasive purposes.

The findings of the study also revealed through thematic analysis; fear, empathy and concern, national remembrance and solidarity, hope and optimism and the usage of God-terms, as the sub-themes through which the rhetor utilized appeal to emotions to persuade the populace. Persuasive strategies discovered under these themes include; the consistent reportage of COVID-19 cases and fatalities, acknowledgements of historical antecedents inherent in which is the commemoration of past national heroes, pronouncements about the eventual return of the nation to normalcy and there being light at the end of the tunnel. Also the usage of God-terms was found. These strategies were used by the speaker to emotionally dispose his audience and convince them of his policies and interventions to mitigate the ravaging effects of the COVID-19 pandemic.

The use of the logos appeal by speechifier was made manifest through the findings of this study, in which data-driven policies, statistical data, logical argumentation and rational decisions were uncovered as the thematic categories by which, the rhetor influences the reasoning of his listeners. The findings further reveals that, review of vaccination requirements for travellers, especially the airline passengers, and preventive measures like restriction of movements are backed by data from relevant health institutions, for instance, Ghana Health Service. This portrays the trustworthiness of government's policy measures. Furthermore, the presentation of

statistical data, relative to COVID-19 tests, infections, recoveries and deaths. Explanation of the rationale behind the adoption of vaccination measures and taking rational decision to vaccinate frontline health workers and relevant institutions and the aged with the limited number of vaccines are the main rhetorical techniques employed by the president to appeal to the reasoning of his audience.

Relative to the second question of the study which is about identifying the persuasive goals of the established rhetoric appeals in the update, the researcher found the overarching goal of persuasion being the achievement of a zero COVID-19 active cases in Ghana. Two other goals were discovered in the findings and these include: achievement of a vaccine-induced herd immunity and adherence to the COVID-19 sanitary practices.

Recognizing collectivism which is seen in the form of regular updates to the entire nation and calling them to action in the fight against the pandemic, the promotion of hygiene protocols and vaccination, restriction of movement of people and testing and treatment measures are all thematic expressions exposed by the work which clearly indicate the president's pursuit of zero COVID-19 active cases through persuasion.

In addition, the study exposed vivid indicative themes under this goal, the themes include; refutation of vaccine related misconceptions, campaign for vaccine acceptance and provision of vaccines and vaccination statistics. The researcher unravelled through these themes, government's aim to vaccinate majority of the populace to achieve immunity, thus, the refutation of misconceptions around the COVID-19 vaccines and campaigning for the acceptance of the vaccines are meant to convince more people to get vaccinated against the disease.

Adherence to the safety protocols is the last persuasive goal discovered through the study. The government's effort to achieve this goal is founded on the president's

comments on the reward of complying with the protocols and the legalization of the safety protocols to which legalization reference is made in the analysed addresses.

5.2 Conclusion

The selected covid-19 update speeches contain the appeal to ethos, logos and pathos. Rhetorical techniques identified purely manifest Aristotle's rhetorical theory which postulates that, persuasion can take place by three different means, by appealing to the emotions of people, or the credibility of the author and the rationality of the argument (Aristotle). In line with the Aristotelian theory, the persuasive strategies found in the Ghanaian presidential covid-19 updates is to serve the purpose of influencing the Ghanaian populace to appreciate the fatality of the Wuhan-originated pandemic, the efficacy of vaccines and the hygiene protocols. Citing authentic sources and presentation of statistical data to reveal the quantity of lives lost to the virus.

The research found three goals of rhetorical appeals in the analysed speeches which include; zero covid-19 infections, achievement of herd immunity by means of vaccination and strict adherence to the sanitary practices. The overarching goal of the rhetorical appeals is to majorly realize a complete extinction of the coronavirus within Ghana's borders. The study also concludes that, the purpose of the persuasive appeals contained in the updates is also to convince the masses to avail themselves for vaccination to ensure that, twenty million Ghanaians are vaccinated before the end of the year 2021 and adhere strictly to the covid-19 safety protocols.

The study also upholds that, president Akufo-Addo's speeches effectively utilized Aristotle's rhetorical appeals to address the nation. The logical presentation of facts, the ethical positioning of the speaker, and the emotional connection with the audience contribute to a persuasive and cohesive communication strategy. The study also realised

that the goal of vaccinating twenty million people before the end of 2021 has not been achieved.

5.3 Recommendations

Based on the findings of this academic inquiry, the researcher proposes a number of recommendations for policy initiatives and directives and decision making. Respect to the religious and partisan factors underlying the covid-19 vaccine hesitancy and the inability of the Ghanaian government to realize its projection to attain herd immunity against Covid-19, by vaccinating twenty million people before the end of 2021, the researcher recommends the incorporation of scriptural or religious quotations to convince the category of people whose fixated hesitance to the vaccines is religiously induced.

The study also recommends that; the presentation of the speech be done by not just an expert but one who is not politically exposed like a non-political health specialist or a Civil Society Organization in the health sector, so that everybody is carried along the path of persuasion, including those with extreme partisanism ideologies. To the extent that many countries in the western world had their health institutions overwhelmed by the outbreak of the virus like Italy America and China, the president should evoke more emotional appeals by referring to the numerous fatalities recorded in those countries to make his audience extremely sad about the situation.

Also, to the extent that the study discovered the use of statistical data which reflects only Ghana's covid-19 situation, like the total number of active cases, recoveries, critically ill and those who have succumbed to the disease, a recommendation for the inclusion of global statistics in a case of a pandemic, like Covid-19, to enhance the trustworthiness of the speaker and reality of the disease. Furthermore, the logos and pathos appeals should dominate the persuasive strategies of the president in the Ghanaian setting like the covid-19 speeches since the credibility of the president who

is a politician will not really influence a category of a country's population whose hesitance towards vaccination and safety protocols is induced by partisan factors. Another recommendation is to the effect that, Mr. president employs more persuasive strategies, for instance; citing more private and international health experts, be they institutions or individuals with whom his audiences are conversant and who are not exposed by partisanship to influence the category of the general population who are partisan addicts.

5.4 Suggestions for Future Studies

The study under consideration investigated the persuasive appeals in the Ghanaian Covid-19 addresses numbered 24th, 25th, 26th, 27th and 28th update speeches, delivered by president Akufo-Addo and the goals of rhetoric appeals established in the updates. Subsequent studies should be conducted around the impact of the inherent rhetoric appeals in the said updates on the Ghanaian masses. Other studies should also focus on identifying the persuasive strategies in Ghana's presidential covid-19 updates, focusing on the first address to the twenty-third address (1 to 23). Another rhetorical study should focus on the interview response of president Akufo-Addo.

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