

UNIVERSITY OF EDUCATION, WINNEBA

**FRAMING OF CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES
IN THE DAILY GRAPHIC**

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DECLARATION

STUDENT'S DECLARATION

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

SIGNATURE:

DATE:

SUPERVISOR'S DECLARATION

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

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DATE:

DEDICATION

To a true mother, Madam Perfect A S Yuiah for her unflinching love, prayers and support.



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ABSTRACT

This research was initiated to be an information source for the researcher to appreciate the state of CSR initiatives in Ghana as are portrayed in the Ghanaian newspapers with particular reliance on the Daily Graphic. The objectives of the study included examining the coverage given CSR initiatives and the types of CSR initiatives that are reported on in the Daily Graphic as well as identifying the dominant frames through which the CSR initiatives are narrated. Designed as a qualitative content analysis study, the research used document analysis to answer the research questions. The research found that the Daily Graphic did not give prominence to CSR initiatives in its coverage. Most CSR issues reported in the Daily Graphic centred more on philanthropic, ethical as well as economic initiatives. The research further found that poverty, health and sanitation, education, development, and stakeholders frames were the major frames used by the newspaper to report the CSR initiatives. The findings of this research will help organisations know the kind of CSR initiatives that the Daily Graphic reports on and how this reportage is done so they can make a concerted effort to be more involved in the narrative about their CSR activities.



CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Ghana has seen growth in the corporate sector over the last couple of decades. The Economic Recovery Program adopted by the Provisional National Defense Council in 1983 brought with it liberalization of the economy and its attendant competitive environment. In more recent years, the growth and development of the economy has advanced rapidly. In the view of Alagidede et al. (2013) the Ghanaian economy has been on a fast rise over the past decade. This development may have been due more to the sound policies of government which has ensured stable economic growth and establishment of new organizations in Ghana.

1.1.1 *Corporate social responsibility (CSR)*

The field of corporate social responsibility has grown considerably over the last decade and many businesses are becoming more active in contributing to society now than used to be the case (Ofori & Hinson, 2007). Until recent times, the preserve has been that of government to address the issues of low living standards, unemployment, poverty and how to promote social development in general. The socialist inclination of Ghana's first president Dr Kwame Nkrumah left the impression that state owned enterprises were able to solve social problems (Amponsah-Tawiah & Dartey-Baah, 2011). This assumed role is gradually being subsidised by corporations acting as developmental partners and giving back to society through their corporate social responsibility activities. The clarion call has according to Amponsah-Tawiah and Dartey-Baah (2011) been made for corporate

organisations to undertake social problems as government alone cannot handle societal problems.

Businesses have become wealthy and dominant institutions in society and thus, there has been a way of thinking that expected and suggested that business firms take care of the weak and the destitute in the society (Bhattacharyya, Sahay, Arora, & Chaturvedi, 2008). Over time, business became very powerful and quite dominant entities especially in current society and in the wake of this, world problems also increased and intensified both in the environmental and social front. In the not so distant and not so recent past either, many have held the view that business should take care of the pressing social and environmental problems even though only few have acted on this.

The Second World War and its passing brought with it rapid economic progress and global level socio-environmental concerns. As such, movements, including the Stockholm conference in 1972, Earth Summit (Rio de Janeiro, 1992), Kyoto protocol on Global Warming in 1997 and the World Summit on Sustainable Development (Johannesburg, 2002) having come into being have increased the expectations held on business organisations (Bhattacharyya, Sahay, Arora, & Chaturvedi, 2008). This meant that businesses had to give more attention to social issues. Simultaneously, increased incidences of corporate bad behavior like the Bhopal Gas Tragedy in 1984 and others (Shell, Nike, ExxonMobil, Enron and WorldCom) in the 1990s and later, increasingly made many in the society to demand from business firms to take responsibility of the harm/ills the firm business activities caused to environment and society and further to undertake initiatives and actions to minimize the negative impacts caused by the business firms (Bhattacharyya, Sahay, Arora, & Chaturvedi, 2008). It became the expectation,

also, that business organisations would contribute towards getting rid of society's present ills, end its degradation and make better the environment.

The co-existence of society and corporate organisations must be a mutually beneficial relationship. According to Mahabir (2007), business is expected to create wealth, supply market, generate employment, innovate and produce a sufficient surplus to sustain its activities and improve its competitiveness while contributing to the maintenance of the community in which it operates. Society is expected to provide an environment in which business can develop and prosper, allowing investors to earn returns while ensuring that the stakeholder can enjoy the benefits of their involvement without fear of arbitrary and unjust action.

With intense competition in these present times, the survival strategy for the business is to grow. However, as the society is changing, the indicators of success are also acquiring a new meaning. Corporate social responsibility (CSR) issues are now being integrated into all aspects of business operations and explicit commitment to CSR is made in the visions, missions and value statements of an increasing number of companies all over the world. CSR reports issued usually go beyond profit maximization to include the company's responsibilities to a broad range of stakeholders including employees, customers, community and the environment.

Bagnoli and Watts (2003) find that the tendency of firms to engage in strategic CSR depends on two factors: the intensity of competition in the market and the extent to which consumers are willing to pay a premium for social responsibility. The notion of CSR is not something new. For centuries corporations have been a "natural" part of society.

However, with time as societies have changed, the development and accessibility of information has changed. This has led to increasing the focus on corporations and their act of responsibility, by the society. Therefore in most cases, corporations have adapted to the situation or become demanded by its surrounding to work with CSR, which has made corporations take the different actors of society into consideration as compared to before.

A move toward social responsibility would be a fundamental change for business (Mahabir, 2007). CSR has been an issue of consideration for society over the past couple of decades and in the argument of Mahabir, (2007), it appears that the direction of change has already been decided and society wants business as well as other major institutions to assume significant social responsibility, which is the hallmark of a mature and global civilization. Today, organizations cannot survive or prosper without their members behaving as good citizens by engaging in positive organization-relevant behavior associated with CSR. Corporate social responsibility is a critical emerging issue in organizational management (Galan, 2006), and comprises policies and practices which reflect a firm's responsibility for some of the wider societal good (Matten and Moon, 2008, p. 405). Bowen (1953) reasoned that there would be general, social and economic benefits that would accrue to society, if business recognized broader social goals in its decision. Sen and Bhattacharya (2001), Brown and Dacin (1997) and Ellen, Mohr and Webb (2000) suggest that there is a positive relationship between a company's CSR actions and its goodwill.

According to Post, Lawrence and Weber (1999) the idea of corporate social responsibility appeared around the turn of the twentieth century in the United States. The term

‘corporate social responsibility’ came in to common use in the late 1960s and early 1970s, after many multinational corporations were formed. The notion of CSR has become more significant with time. In today's society corporations are expected to take more responsibility. A reason for this increased expectation from society on corporations could have to do with the fact that stakeholders have gained greater transparency through technological development, mainly the development of information technology.

Corporate social responsibility has witnessed an ongoing debate not only among management theorists but also among industry practitioners (Ofori & Hinson, 2007). Sloan (1964) contends that “the strategic aim of a business is to earn a return on capital, and if in any particular case the return in the long run is not satisfactory, then the deficiency should be corrected or the activity abandoned for a more favorable one”. Friedman (1962) also asserted that “the business of business is business and the only social responsibility is to increase profit”. However, Abrams (1954) was of the view that a firm’s responsibility is the maintenance of an equitable and working balance among its stockholders, employees, customers and the public at large. CSR basically means that an organization should stand liable for all of its activities that affect people, communities and the environment. This concern spans issues beyond economic, technical and legal requirements for the firm to all actions that center on improving society (Davis, 1973).

By the term Corporate Social Responsibility, what is generally understood is that business has an obligation to society that extends beyond its narrow obligation to its owners or shareholders. CSR in practice is being influenced by two major concepts (Mahabir, 2007). One is the stakeholder model, wherein it is recognized that good business practice entails engaging all its stakeholders in the company’s business. So good

business is not only seen as maximizing shareholder value but also stakeholder value (Freeman, 1984). The other concept according to Mahabir (2007), is triple bottom line, where companies would no longer be judged on the conventional single i.e. financial bottom line, but also on their performance in the social and environmental bottom-lines. Triple bottom-line term was developed by Sustainability, a UK based international business consultancy.

Corporate social responsibility (CSR) has grown into a very important element of the marketing strategies of corporate bodies due to its ability to give credence to corporate identity (Powell, 2011). CSR holds the potential to enhance the connection between organizations and their stakeholders if organizations share their beliefs about the values that underpin their corporate identity (Bravo, Matute, & Pina, 2012)

In Ghana, Corporate social responsibility (CSR) has become part of the corporate fabric. Many private firms in Ghana are extensively incorporating CSR into their strategies in order to generate stakeholder goodwill and boost market value (Hinson, 2011). To an extent, CSR can also be conceptualized as part of a company's marketing and communication programs (Ofori & Hinson, 2007). The lack of clarity on the audience can pose additional difficulties in selecting the right content. Alnajjar (2000) noted that annual reports are the main medium for disclosing CSR practices to stakeholders. The choice of the medium for CSR reportage may be influenced by company's availability of resources and strategic intentions to reach particular stakeholders (Sutantoputra, 2009). All said, CSR reporting ought to be straightforward and tangible focusing on all stakeholders, such as employees, host communities and business partners (Quiroz-Onate and Aitken, 2007). Seeking to enhance corporate performance or a positive reputation

maybe viewed as a self-interested argument for CSR (in that CSR is both a means to profit and an end by being socially responsible) or as an extension of the economic argument for CSR in which CSR activities are seen to bring about economic gains for a business.

Beyond this deliberate attempt by corporations to carry a certain image across to stakeholders about their CSR initiatives, there are the news reports by independent media on the activities of these organizations which are narrated from the viewpoint of the journalists. This makes for an interesting subject to be investigated as the focus of this research paper to find out whether the coverage given the CSR initiatives in the media, specifically the Ghanaian newspapers and whether these reports project the kind of image that is favorable to the corporations and their CSR visions.

1.1.2 *The media*

The media serves as an instrument of surveillance, social enlightenment, educational promotion and most importantly information sourcing and dissemination which earned it the names 'Fourth Estate' and 'Watchdog of Society' in liberal theory. Through the media we are able to keep touch with the contemporary world and thus exchange ideas, views and experiences.

Through the culture of democracy, the news media have been accorded, in general, the privilege of agenda setting in political discourse and other forms of socio-cultural and economic discussions (Moomen, 2014). This creates the supposition that a lot of influence and power dwells in the media. Accordingly, Baran and Davies (2003) suggested that agenda setting empirically demonstrates links between media exposure

audience motivation to seek orientation and audience perceptions of public on issues and also integrates similar concepts like priming, story positioning and vividness of stories. The theory of agenda setting implies that the media pre-determines the particular issues that must be regarded as important in society. The theory, however, does not suggest the power of the media to determine what people actually think but what they should be thinking.

Cohen (1963) stated: “The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.” This statement can be well associated with the earlier assertion. Holding this theory in thought, it is expected then that the media would bring to the fore of discourse, the CSR initiatives of corporate organizations and further pursue every possibility that make the consumers of their news reports on CSR initiatives get the right information to help them make the right decisions.

A frame is “a central organizing idea for making sense of relevant events and suggesting what is at issue,” (Gamson, 1989: p157). This means that facts are neutral until they are framed. In this vein, the way the press frames an issue will determine the extent of appreciation of that issue by the audience. Gamson avers by making the point that facts “take on their meaning by being embedded in frames or story lines that organize them and give them coherence, selecting certain ones to emphasize while ignoring others” (p. 157). What framing does, therefore, is to project some facts above others.

Gadzekpo (2007) observes that “Ghana’s media history, much like its political history, has been checkered and marred by decades of political as well as economic instability.”

By this statement, Gadzekpo, highlights the struggle the Ghanaian media, including a Newspapers like the *Daily Graphic*, have gone through over the years in trying to establish itself as the fourth estate of the realm and in doing so have acquired a particular nature that is worth studying.

In this research work, the two newspapers are studied to identify how CSR initiatives are framed. For instance if there is a news item carried by all four newspapers, the researcher looked at how each newspaper framed the CSR initiatives to determine what was stressed by what paper, where the story was placed in the newspaper, the kind of picturesque enhancement that came with the story, the nature of the headline, etc.

The Daily Graphic

Daily Graphic is a state-owned newspaper established in October, 1950. Currently, *Daily Graphic* is the leading newspaper out of six newspapers published by the Graphic Communications Group Limited (Graphic Communications Group Limited, 2015). The newspaper is published six times a week from Monday to Saturday.

Daily Graphic has the widest daily circulation in Ghana with about 200,000 copies as well as the widest readership (Graphic Communications Group Limited, 2011). The newspaper covers issues about politics, education, health, religion, sports among others.

1.2 Statement of the Problem

In the opinion of Aziz (2015) media have a role to play in shaping the opinions of people through the way they present issues. Thus, how issues are presented or projected tend to have an impact on how people process the information they receive from the media and in this case with regard to CSR initiatives. The presentation of an organization in a

medium includes the practices of inclusion, exclusion, and emphasis which form the building blocks in the course of shaping a corporate image. These concepts are also synonymous with the process of framing. Thus, a framing study of corporate social responsibility in the broadcast media becomes relevant and important.

Research on CSR has received a considerable boost in western economies while a little or none at all has taken place in the developing economies (Jamali, 2007). This assertion is not entirely true because Corporate Social Responsibility has become a strong phenomenon in Ghana and many corporations are actively engaging in it to an extent that Ghanaian researchers (Abugre & Nyuur, 2015; Abugre, 2014; Hinson, 2011; Ndzibah, 2009; Ofori & Hinson, 2007), have taken keen interest in the subject of CSR. According to Blowfield and Frynas (2005), however, global CSR discussions are dominated by the European and North American perspectives, with organizations in developing economies basically implementing this agenda rather than generating their own locally or regionally relevant CSR programs. Thus, CSR particularly in the African literature is limited.

It must be noted that even though studies have been conducted regarding the framing and coverage of pertinent issues by the print media in Ghana (Ayikpa, 2015; Aziz, 2015; Ofori-Birikorang, 2009), little or no studies have been conducted to examine how the Ghanaian newspapers in this case the *Daily Graphic* covers and report stories on CSR initiatives. Also little is known regarding the frames within which the stories on CSR initiatives are presented.

The limited research on CSR in developing countries has led to the current generalizations about developing countries (Frynas, 2006). More important is the fact that

CSR in developing countries is not explicit about firms' responsibilities to comply with legal obligations (Flores et al., 2007). Hence, this paper hopes to fill part of this gap by contributing knowledge to the extant literature on CSR in developing countries through a research on the framing of CSR initiatives and their coverage in the Ghanaian newspapers to help foster the understanding of the two areas together.

The researcher is embarking on this work primarily because he wants to determine the contribution of newspapers to the enhancement of the plurality of CSR in Ghana, i.e. whether they are using their media as platforms to project divergent views on CSR initiatives or are rather limiting it through their coverage.

1.3 Research Objectives

The research was purposed to examine the how the *Daily Graphic* framed the CSR initiatives in Ghana and it was guided by the following specific objectives.

1. To examine the coverage given CSR initiatives in the *Daily Graphic*
2. To identify the types of CSR that are reported in the *Daily Graphic*
3. To identify the dominant frames through which these CSR initiatives are narrated in the *Daily Graphic*

1.4 Research Questions

Based on the objectives set out above, the following research questions were developed to aid collection of data which will further aid the researcher to meet

1. What is the coverage given to CSR initiatives in the *Daily Graphic*?
2. What are the types of CSR initiatives that are reported in the *Daily Graphic*?

3. What are the dominant frames used to represent CSR initiatives in the *Daily Graphic*?

1.5 Significance of Study

The overall goal of this study is to examine how news coverage of the CSR initiatives were represented or framed in the *Daily Graphic*. The study is significant to scholarly research for a number of reasons because it makes a major contribution to framing (Goffman, 1974) as a concept for the study of CSR initiatives in Ghana.

An analysis of the news content on CSR initiatives by the *Daily Graphic* and the frames within which these initiatives are captured will present a new perspective to the stakeholders of those organizations that participate in CSR activities. These stakeholders will gain better insight into the intentions of the organizations that engage in CSR.

This study also holds significant to the organizations themselves, whose activities in the area of CSR are featured in the *Daily Graphic*. Knowing what frames their activities are put into allows them to decide the depth they can go in terms of their CSR activities and the sectors of the economy they should be interested in. It will also indicate whether the dissemination of information about their CSR initiatives is being done justice by the *Daily Graphic* thus make considerations about investing in other innovative media for communicating CSR activities to stakeholders.

Other organizations which may have interests in CSR may take a cue from the prominence given the reported initiatives of other organizations in the *Daily Graphic*. They will know which kinds of CSR activities stakeholders may be interested in seeing the organization engage in and that are likely to be reported in the *Daily Graphic* thus

choose more prudently how to be corporately responsible within the Ghanaian media context.

Further, the *Daily Graphic* can study the report of this research paper and make a self-righting assessment of their reportage on CSR initiatives and determine whether they have so far met their own goals of coverage and whether by their reporting patterns have done justice to CSR as a growing concept in the Ghanaian business environment.

1.6 Scope and Organization of the Study

There are about 136 newspapers in Ghana today. Some are state-owned while the majority is privately owned. These newspapers cover varying issues on daily, bi-weekly and weekly basis. This study narrowed this extensive scope to only the *Daily Graphic* whose stories on CSR initiatives during 2017 were analyzed. The reason for this period was mainly due to the fact that it provides a current time frame which gives currency to the perspectives that will emerge and to the frames that will be identified.

The study is organized under five chapters. The first chapter gives an overview of the background to the study, the problem statement, the key objectives, and research questions, significance of the study and the scope and organization of the study. Chapter two examines the relevant theories from both an appreciative inquiry and critical analysis point and gives some perspective on some empirical works in the area of study. The third chapter outlines the general design of the study and key methods of analysis including the target population, data collection method, analytical techniques and the study instruments. Next is chapter four which presents the results and discusses the findings.

Then finally the fifth chapter puts together a summary of the report, draws conclusions provides recommendations and states the limitations to the study.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The need to read, synthesise and analyse related works on a phenomenon under study is key as it will help to build a view about what other researchers have been able to find out about the topic. This analysis may take the form of comparison of methodologies applied, theoretical frameworks that underpinned the research and findings in order to draw on similarities or differences that are relevant to the current study.

This research analysed the comprehensive nature of coverage or prominence given to CSR initiatives in Ghana by the *Daily Graphic* newspaper and how these initiatives were framed. Prominence referred to the selection of which stories get published, where they are placed and also the angle in which they are presented for public consumption. The work focuses on content-analysing news coverage CSR initiatives in Ghana. It was not adventitious to choose this topic for investigation since CSR has become a global phenomenon and a differentiating factor in the increasingly competitive economy of the world, specifically Ghana.

Two relevant media analysis theories that grounded this study were the theories of framing and news judgment which this chapter discusses in details. As well, Visser's (2005) conceptual framework of Africa's CSR pyramid which was developed based on Carroll (1991) CSR pyramid was discussed.

2.2 The Media

The mass media, serve as the source of information flow for public policy issues, and determine the ground upon which public opinion get shaped on those policy initiatives (Ofori-Birikorang, 2009). This statement positions the mass media as an essential tool for communicators to carry across their ideas and consequently seek to promote their ideologies or attempt to change existing ones. When the mass media produce news for consumption by the public, they invariably pass on knowledge which consequently aids to influence people's opinions about issues (Collins et al. 2006; Domfeh, 1999). In varying situations and forms, citizens who are conscious about public policy issues draw on the media as the source of information and education so that they can be more informed about the issues and happenings of the day (Iyengar, 1997).

News is a commodity and thus can be bought, sold and traded and in the hegemonic world of theoretical concepts, news is one of the most powerful elements (Shoemaker, 2006). Van Dijk (1993) states that the media have always carried some form of social power which has the potential of controlling the minds of readers or viewers and through news production the media provide knowledge to their audiences and this becomes important in determining the direction of discourse and understanding. This invariably means that the media carries the social power to control what information goes out there and what the members of society discuss.

The extent to which the public or the policy-conscious citizen can become well informed is intrinsically yoked to the accuracy and the quality of the news story (Ofori-Birikorang, 2009). Since different and competing media houses abound within particular media landscapes, differences in news reportage can generate different reactions and responses

from public (Alasuutari, 1999). Media houses more likely will report events in support of their ideological inclinations. This means that based on what the media house stands for, it will choose and select specific news stories or otherwise ignore some particular newsworthy items as it makes its reportage. Furthermore, with the coverage of a particular news story being put into the public domain, the media always select a few salient issues from within the range of issues that are available in the real world situation (Nelkin, 1995). In extension, as the media houses select which stories to report on, they again filter the facts of the story and give prominence to some while ignoring others. These ideologies that the media follows or uses as a yardstick to determine what events are newsworthy and which facts are more salient than others can be a consequence of the ownership of the media. This is asserted in the aversion that the nature of media ownership and control also to an extent determines how the media can be used for information dissemination and developmental processes (Asante, 1996; Ziegler & Asante, 1992).

Ofori-Birikorang (2009) avers that “many news reports receive considerable attention because events described in the narrative or news contents assume the characteristics of the local cultural images that may have the consequential significance of being positive, negative, catastrophic, posing potential threat, celebratory, providing a solution, or explaining an event.” He further suggested that engagement in the social process may result in “perceptions, biases, beliefs, and prejudices that in themselves may be factual, inaccurate or erroneous.” However, these factors do not by themselves negate the power of individuals to construct their own social realities (Higgins & Bargh, 1987; Jussim, 1991).

The media are often seen as important constituents in the determination of how events and conditions of individual group experiences are socially defined (Gamson & Modigliani, 1999). This statement is suggestive of the fact that what will be identified and understood by the society as a phenomenon is largely affected by the representation that the media gives that phenomenon. It means that the experience is a culmination of the definitions given to the occurrences by the media through what facts it reports. However, according to Best (1991), if news making is socially constructed, then it is imperative that any form of news be representative and indeed be a strong reflection of the cultural images embedded in the local environment. Van Dijk (1988) believes that these cultural frameworks thus become tools or interpretive devices for media and their audiences to define occurrences as particularized events of considerable significance. What this infers is that most news reports get considerable attention because events described in the narrative or news contents assume the characteristics of the local cultural images that may have the significance of being positive, negative, devastating, conflicting or providing an explanation to an event or occurrence.

2.2.1 The media and news frames

Ajrouch (1998) stipulated the social construction of news to the personal perspective of the journalist. According to Ajrouch, in constructing news for public consumption, media professionals also rely on their own perspectives and experiences. By subjecting the construction of news to this concept of personalisation journalists link their own human element in constructing news as a social reality to the human element of the audience. This contends the assumption of news stories as an equation of facts devoid of personal experiences and emotions. Personal attitudes, experiences and emotions go into the

selection of what particular news is of ‘value’ and what is not. This alone puts news construction in the context of human relationships- an important factor of social constructivist perspective.

2.3 Framing Theory

It is contended that news reports or news stories provide interpretive frames through which we understand or explain events that happen around us. Basically, these frames are nothing more than the images through which phenomena are situated. News professionals organize their stories around basic cultural products or images. From the social constructivist perspective, news story is nothing more than defining events, their causes, and consequences through an organized basic frame embedded in the local culture.

Our definitions and perspective of reality, the way we shape culture and how culture shapes us, our communication formats, how we design and communicate policy issues, and how we stimulate an active reception of activities in our environment have become the most influential responsibilities of media (Altheide, 2000; Glaser, 1999). News as a product of social construction then becomes a presentation of the way phenomena are “framed and thematised as a feature of daily discourse” (Altheide, 2000: 288).

Framing is a central concept in mass communication research. With regard to framing theory, it was Iyengar (1991) who first applied it in the analysis of media studies. The theory suggests that the media are capable of attributing responsibility to problems in a way that could influence what and how people think about the causes of the problems.

Entman, (1993) defined framing as a process by which the media “select some aspect of a perceived reality and make them more salient in a communication text in a way that can

promote a certain definition, interpretation, moral evaluation or treatment recommendation” Entman’s concept of framing as selecting some aspects of a perceived reality and making them more salient in a text gives the selected variables an edge over other variables. The media highlight a certain piece of information about a main topic of a news story, which raises the salience of the issue. The term salience means “making a piece of information more noticeable, meaningful, or memorable to audience” (Entman, 1993: p53). An increase in salience improves the possibility that the audience will remember the information. Information can be added or taken out according to the message that media want to communicate to the public. In a similar light, if the *Daily Graphic* selected to report on some particular CSR initiatives more than some others, it reinforces those ones in the minds of the stakeholders. What this means is that readers start to assume that CSR initiatives when done should be done as it was reported in the *Daily Graphic*.

Reese (2001) explains that frames are more than phrases. They are the organising principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world. When journalists attempt to present information in the form of news stories, the way they present the information is sometimes affected by their own biases and perceptions. Although the presentation and the facts of information may be true, the elements the journalist chooses to include and emphasise can affect and shape reader’s perceptions (Campbell, 1995). Thus, if two journalists from different media organisations are sent to cover an event of a given ethnic group with one of the journalists belonging to that ethnic group, chances are that the stories by both journalists may come out different. For instance, should there be a major scuffle at the

event, the journalist who belongs to that ethnic group may entirely ignore the scuffle in his presentation. The other journalist may however, use the fight as his angle of presentation.

Scheufele (1999) also describes media frames as dependent variables that focus on extrinsic and intrinsic factors influencing the production and selection of news including ideology, social norms and values. The ideology of the news source and values of the country one lives in for example, can affect news production. Even the most objective journalist can be manipulated by their sources' imposition of dominant frames on the news (Entman & Rojecki, 1993).

This theory is relevant to the study because it gives an insight into the extent to which the frames used by the *Daily Graphic* in reporting the CSR initiatives in Ghana have the power to shape public perception of these initiatives and thus incline readers towards the organisations that engage in CSR all over the country and also throw light on the expectations thereof readers may have of business organisations.

Scheufele and Tewksbury (2007) explained that media framing is based on the notion that how an issue is characterized in news reports can have an impact on how the audience interprets the story. The way individuals classify information also adds to the framing theory and framing is a macrolevel and a microlevel construct (Scheufele & Tewksbury, 2007). “As a macroconstruct, the term ‘framing’ refers to modes of presentation that journalists and other communicators use to present information in a way that resonates with existing underlying schemas among their audience” (Scheufele & Tewksbury, 2007, p12). Journalists use framing as a way to reduce the complexity of the

story. Micronstruct explains how individuals use the information they receive to form impressions about the issue (Scheufele & Tewksbury, 2007). Each of these variables contributes to the public's view of certain issues. Media thus has the power to generate a specific reaction from the public by the way the story is portrayed.

Framing does not have a one-dimensional meaning. According to Scheufele (1999), media and individual frames have to be considered when reading a news story. Media frames are defined as a main organizing objective or story line that delivers meaning to events that are unfolding (Scheufele, 1999). Scheufele (1999) further explained that by “viewing media or news frames as necessary to turn meaningless and unrecognisable happenings into discernible event” can lead to the story being framed (p.106). The way in which news events are covered by the media can affect how receivers of that news come to understand the events. Recipients of a news story build their opinion based on how the news story was framed and their own individual frames. Viewers interpret and process information based on the tone of the news story (Scheufele, 1999). Reporters play an important role in the development of opinions among the public and when the focus is framed only negatively or positively toward the subject, the other aspects of the story are excluded.

Framing has been explored by various scholars and has been defined in various ways. According to Chong and Druckman (2007), an individual's attitude has a major influence on how one interprets media. For example, if an individual hears a news story about the positives of having an abortion but has a strong belief against it, the overall attitude will not be influenced by how the story was framed. In addition to attitude, selection and salience are categorized within framing.

To assist in the understanding of media framing, Entman (1993) explained four illustrations of theoretical debates in the study of mass communication. The first illustration discussed is audience autonomy. One of the key concepts to the framing concept is the notion of dominant meaning. “From a framing perspective, dominant meaning consists of the problem, causal, evaluative, and treatment interpretations with the highest probability of being noticed, processed, and accepted by the most people” (Entman, 1993: p56). The dominant meaning can be identified by a particular framing of a situation that is frequently mentioned in the text and is the most common opinion among the audience (Entman, 1993: p56).

Next, journalistic objectivity is discussed. “Journalists may follow the rules for ‘objective’ reporting and yet convey a dominant framing of the news text that prevents most audience members from making a balanced assessment of a situation” (Entman, 1993: p56). Since some journalists do not have the understanding of framing, they can unknowingly impose their dominant frames on the news (Entman, 1993). A better understanding of this concept could result in more balanced reporting throughout the media environment.

The next item discussed is content analysis. Entman (1993) stated that content analysis has “the major task of determining textural meaning” and the identity of frames in the media (Entman, 1993: p57). He warns that coders need to be aware of drawing conclusions about dominant meanings. Proper coding instruction and agreement can result in valid results about issues and the frames that are being portrayed in the media.

Public opinion and normative democratic theory is the final element outlined. The framing of any topic can influence public opinion and this specific topic deals with the democratic process. Entman stated that democratic process could be influenced by how the issues are framed in the media (Entman, 1993). Media framing can potentially have an effect on any issue that is portrayed in the media and framing has become a popular topic in research studies throughout the world.

One way that media framing has been studied is by viewing the theory as a process. De Vreese (2005) examined the communicative processes of framing. “Communication is not static, but rather a dynamic process” that includes frame-building and frame-setting (p. 51). De Vreese stated that frame-building refers to the elements that influence the structure of each news frame internally (De Vreese, 2005). However, external factors are equally as important. “the frame-building process takes place in a continuous interaction between journalists and elites and social movements” (De Vreese, 2005, p. 52). This process is revealed in the text of the news story. De Vreese (2005) stated that frame-setting refers to the “interaction between media frames and individuals’ prior knowledge and predispositions” (p52).

As previously mentioned, frames in the news can affect one’s interpretation of the news story topic and frame-setting has been studied intently. The frame setting part of the framing process has been researched most elaborately, often with the aim of exploring the extent to which, and understand in what circumstances audiences reflect and mirror frames made available to them in the news (De Vreese, 2005). Framing can have a large influence on society and research has shown that individuals are inclined to mirror the viewpoint of the media whether they are conscious of it or not.

De Vreese (2005) continued by stating that there are consequences of framing on the individual and the societal level. “An individual level consequence may be altered attitudes about an issues based on exposure to certain frames. On the societal level, frames may contribute to shaping social level processes such as political socialization, decision-making, and collective actions” (De Vreese, 2005: p52). Framing can affect the individual and public knowledge of a news topic, which makes it an important part of the study.

2.4 News Judgment/News Value Theory

News judgment is, as Tuchman (1972) suggests, the process whereby journalists assess what can be highlighted as important and interesting facts and in the process of assessing the events or conditions, create news as a special and superior form of information. This process is one of the key processes in journalism. Every day countless events and activities take place but only a small proportion of actually become news stories (Shoemaker, 2012).

The stories that are reported as news can have some value tags that make the event or person reported about newsworthy. News judgment theory is based on the idea that a news story that should get covered and published should contain news values such as prominence, proximity, timeliness, human interest, magnitude, frequency and impact. This is supported by Galtung & Ruge (1965), when they emphasised that it was the news value aspects of news events that would make such stories more likely to get coverage in the news media. Many different factors such as cultural proximity, level of conflict, the ease with which information can be obtained, reader appeal, democratic relevance and

connection to societal elites (Galtung & Ruge, 1999; Harcup & O'Neill, 2001; Kovack & Rosensteiht, 2001)

According to Shoemaker and Reese (1996), news values are not the only factors determining what eventually will become news but other important factors such as format considerations, audience interests, resources, source considerations and the need for a mix of different kind of news. This is based on the arguments by some scholars that there is a difference between news and news selection on one hand, and news values or newsworthiness criteria. In the view of Nord and Stromback (2005) and Shoemaker and Cohen (2006), news and newsworthiness or news selection and news values should not be treated as synonyms conceptually.

In the context of this research work, however, the news selection process and the news values that might inform coverage of CSR initiatives are considered as part of the news judgment process. In investigating the coverage of CSR initiatives in the *Daily Graphic*, the inclusion of CSR in the reportage of the *Daily Graphic* as well as the selection of which CSR events should be reported on are all considered as part of the news judgment process.

The theory of news judgment supports this research in the sense that, it will help the researcher understand that the *Daily Graphic*'s reportage on CSR initiatives is not a random activity but fall to a particular interest with the newspaper.

2.5 Corporate Social Responsibility (CSR)

2.5.1 *Defining CSR*

Friedman (1962) asserted that the business of business should remain business; whiles Abrams (1954) spoke of the firm's responsibility to maintain an equitable and working balance among the claims of the various directly interested groups – stockholders, employees, customers and the public at large. Bowen (1953) suggested that, the concept of social responsibility emphasizes that businesses exist at the pleasure of society and that their behaviour and methods must fall within the guidelines set by society. In support of this, Cyert and March (1963) maintain that economic and social variables must appear in the corporate decision-making process.

Continuing on this theme, Newman et al. (1985) argue that, socially responsible action for a business enterprise is that course that enables the enterprise to function as a dynamic resource converter on a continuing basis. Also, arguing from the so called “service principle” Lunden (1988), stresses that although capitalism elevates humanity, companies and managers are still obliged to undertake social programmes to benefit or serve the public. Wood (1991) expanded these ideas encapsulating them into three driving principles of social responsibilities. He identified these as: business is a social institution and thus obliged to use its power responsibly; business is responsible for the outcomes relating to their areas of involvement with society; and individual managers are moral agents who are obliged to exercise discretion in decision making.

Frederick's notion of CSR (Frederick, 1997) is that corporations have an obligation to constituent groups in society other than shareholders and beyond that prescribed by law or union contract. Similarly, Wood (1991) states that, the basic idea of CSR is that,

business and society are interwoven rather than distinct entities. The World Business Council for Sustainable Development (WBCSD, 1999) proposes a definition for CSR as the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large. The Business Council for Social Responsibility also defines CSR as achieving commercial success in ways that honour ethical values and respect people, communities and the natural environment. Steiner and Steiner (2000) state that social responsibility is the duty a corporation has to create wealth by using means that avoid harm, to protect, or enhance societal assets.

McWilliams and Siegel (2001) describe CSR as actions that appear to further some social good beyond the interest of the firm and which are required by law. Forstater *et al.* (2002), see CSR as actions that contribute to sustainable development through the company's core business activities, social investment and public policy debate. For Ford (2003), "a good company delivers excellent products and services, and a great company does all that and strives to make the world a better place." Finally, Pearce and Doh (2005) describe CSR as the actions of a company to benefit society beyond the requirements of the law and the direct interests of shareholders.

The proper role of CSR has generated a century's worth of philosophically and economically intriguing debates (McWilliams & Siegel, 2001). The argument that businesses are the trustees of societal property that should be managed for the public good has been seen as one end of a continuum, while at the other end is the belief that profit maximisation is management's only legitimate goal. The CSR debate has been largely confined to the background for most of the 20th century, making the news after a

major event such as an oil spill, when a consumer product caused harm or when an ethics scandal reopened the question of business' fundamental purpose.

Forstater *et al.* (2002) define corporate social responsibility as a company's actions that contribute to sustainable development through the company's core business activities, social investment and public policy debate. The underlying cause of expanded social responsibility is the historical force of economic growth, which has spawned in its wake, increased impacts of corporate activity on society.

Several themes have formed the justification for broader corporate social responsibility: First, that managers are trustees, agents whose corporate roles put them in positions of power over the fate of not just stockholders, but of others such as customers, employees and communities. This power implies a duty to promote the welfare of each entity; second, managers believe they have an obligation to balance the interests of these groups, that in effect, they are coordinators who reconcile the competing claims of multiple interests. Third, managers believe that businesses must serve society and fourth, the growing concern in most countries with corporate social responsibility.

In an excellent encapsulation of the modern justification for CSR, Bowen (1953) advances a number of basic arguments: managers have an ethical duty to consider the broad social impacts of business decisions; are reservoirs of skill and energy for improving civic life; corporations must use power in keeping with a broad social contract or lose their legitimacy; it is in the enlightened self-interest of business to improve society; and voluntary action may head off negative public attitudes and undesirable regulations. Organisations should mitigate damages or problems they cause, follow laws,

behave ethically, and perform economically and in general meet social contract expectations.

2.6 CSR Model

Despite the plethora of CSR definitions over the last 50 years, Carroll's four-part conceptualization has been the most durable and widely cited in the literature (Crane & Matten, 2004). Some of the reasons for this could be that:

1. The model is simple, easy to understand and has an intuitively appealing logic;
2. Over the 25 years since Carroll first proposed the model, it has been frequently reproduced in top management and CSR journals, mostly by Carroll himself (Carroll, 1979; 1983; 1991; 1994; 1998; 2000; 2004)
3. Carroll has sought to assimilate various competing themes into his model, e.g. corporate citizenship (Carroll, 1998) and stakeholders (Carroll, 2004);
4. The model has been empirically tested and largely supported by the findings (Aupperle, et al., 1985; Pinkston & Carroll, 1994); and
5. The model incorporates and gives top priority to the economic dimension as an aspect of CSR, which may endear business scholars and practitioners. In fact, Carroll (1991) goes so far as to point out how little his definition of CSR differs from Friedman's (1970) view of the responsibilities of the firm.

2.6.1 *Carroll's pyramid of social responsibility*

According to Carroll (1991), CSR should be framed in such a way that the entire range of business responsibilities is embraced. He thus suggested that four kinds of social responsibilities constitute total CSR. These are economic, legal, ethical, and philanthropic

and he put these four categories or components of CSR into a pyramid. Each of these four categories deserves closer consideration.

Figure 1 Carroll's Pyramid of Social Responsibility



2.6.1.1 Economic responsibilities

Historically, business organizations were created as economic entities designed to provide goods and services to societal members. The profit motive was established as the primary incentive for entrepreneurship. Before it was anything else, the business organization was the basic economic unit in our society. As such, its principal role was to produce goods and services that consumers needed and wanted and to make an acceptable profit in the process. At some point the idea of the profit motive got transformed into a notion of maximum profits, and this has been an enduring value ever since. All other business responsibilities are predicated upon the economic responsibility of the firm, because without it the others become moot considerations. Figure 1 above

summarizes some important statements characterizing economic responsibilities. Legal responsibilities are also depicted in Figure 1, and we will consider them next.

2.6.1.2 *Legal responsibilities*

Society has not only sanctioned business to operate according to the profit motive; at the same time business is expected to comply with the laws and regulations promulgated by federal, state, and local governments as the ground rules under which business must operate. As a partial fulfillment of the “social contract” between business and society, firms are expected to pursue their economic missions within the framework of the law. Legal responsibilities reflect a view of “codified ethics” in the sense that they embody basic notions of fair operations as established by our lawmakers. They are depicted as the next layer on the pyramid to portray their historical development, but they are appropriately seen as coexisting with economic responsibilities as fundamental precepts of the free enterprise system.

2.6.1.3 *Ethical responsibilities*

Although economic and legal responsibilities embody ethical norms about fairness and justice, ethical responsibilities embrace those activities and practices that are expected or prohibited by society members even though they are not codified into law. Ethical responsibilities embody those standards, norms, or expectations that reflect a concern for what consumers, employees, shareholders, and the community regard as fair, just, or in keeping with the respect or protection of stakeholders’ moral rights.

In one sense, changing ethics or values precede the establishment of law because they become the driving force behind the very creation of laws or regulations. For example,

the environmental, civil rights, and consumer movements reflected basic alterations in societal values and thus may be seen as ethical bellwethers foreshadowing and resulting in the later legislation. In another sense, ethical responsibilities may be seen as embracing newly emerging values and norms society expects business to meet, even though such values and norms may reflect a higher standard of performance than that currently required by law. Ethical responsibilities in this sense are often ill-defined or continually under public debate as to their legitimacy, and thus are frequently difficult for business to deal with.

Superimposed on these ethical expectations emanating from societal groups are the implied levels of ethical performance suggested by a consideration of the great ethical principles of moral philosophy. This would include such principles as justice, rights, and utilitarianism. The business ethics movement of the past decade has firmly established an ethical responsibility as a legitimate CSR component. Though it is depicted as the next layer of the CSR pyramid, it must be constantly recognized that it is in dynamic interplay with the legal responsibility category. That is, it is constantly pushing the legal responsibility category to broaden or expand while at the same time placing ever higher expectations on businesspersons to operate at levels above that required by law.

2.6.1.4 Philanthropic responsibilities

Philanthropy encompasses those corporate actions that are in response to society's expectation that businesses be good corporate citizens. This includes actively engaging in acts or programs to promote human welfare or goodwill. Examples of philanthropy include business contributions of financial resources or executive time, such as contributions to the arts, education, or the community. A loaned-executive program that

provides leadership for a community's United Way campaign is one illustration of philanthropy.

The distinguishing feature between philanthropic and ethical responsibilities is that the former are not expected in an ethical or moral sense. Communities desire firms to contribute their money, facilities, and employee time to humanitarian programs or purposes, but they do not regard the firms as unethical if they do not provide the desired level. Therefore, philanthropy is more discretionary or voluntary on the part of businesses even though there is always the societal expectation that businesses provide it.

One notable reason for making the distinction between philanthropic and ethical responsibilities is that some firms feel they are being socially responsible if they are just good citizens in the community. This distinction brings home the vital point that CSR includes philanthropic contributions but is not limited to them. In fact, it would be argued here that philanthropy is highly desired and prized but actually less important than the other three categories of social responsibility. In a sense, philanthropy is icing on the cake.

The pyramid of corporate social responsibility is depicted in Figure 1. It portrays the four components of CSR, beginning with the basic building block notion that economic performance undergirds all else. At the same time, business is expected to obey the law because the law is society's codification of acceptable and unacceptable behavior. Next is business's responsibility to be ethical. At its most fundamental level, this is the obligation to do what is right, just, and fair, and to avoid or minimize harm to stakeholders (employees, consumers, the environment, and others). Finally, business is expected to be

a good corporate citizen. This is captured in the philanthropic responsibility, wherein business is expected to contribute financial and human resources to the community and to improve the quality of life.

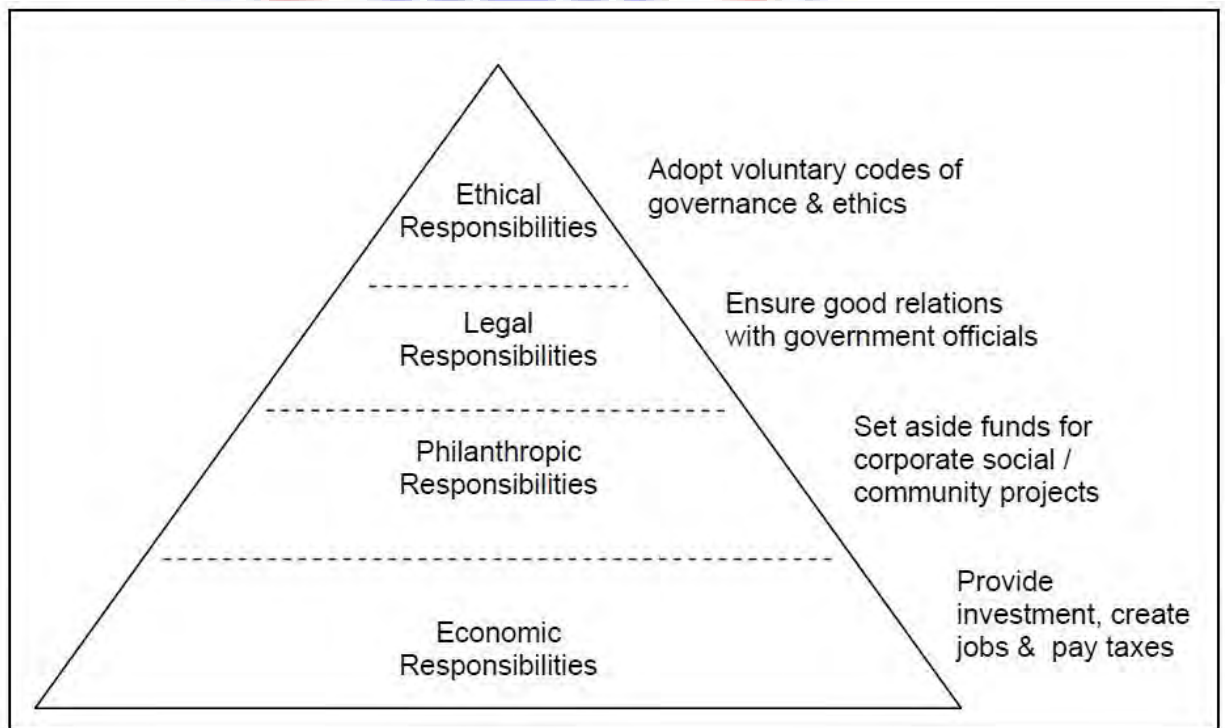
No metaphor is perfect, and the CSR pyramid is no exception. It is intended to portray that the total CSR of business comprises distinct components that, taken together, constitute the whole. Though the components have been treated as separate concepts for discussion purposes, they are not mutually exclusive and are not intended to juxtapose a firm's economic responsibilities with its other responsibilities. At the same time, a consideration of the separate components helps the manager see that the different types of obligations are in a constant but dynamic tension with one another. The most critical tensions, of course, would be between economic and legal, economic and ethical, and economic and philanthropic. The traditionalist might see this as a conflict between a firm's '*concern for profits*' versus its '*concern for society*' but it is suggested here that this is an oversimplification.

2.6.2 Visser's 2005 Africa pyramid of social responsibility

The model used to guide the research was that which was developed by Visser (2005), to reflect the African context when it comes to CSR. It is also in a pyramid form and has the four blocks as was suggested by Carroll (1991), but with a different arrangement. Most of the research on Carroll's CSR Pyramid has been in an American context. Nevertheless, several of the empirical studies already discussed suggest that culture may have an important influence on perceived CSR priorities (Burton et al., 2000). Crane and Matten (2004) address this point explicitly by discussing CSR in a European context using Carroll's CSR Pyramid. They came to a conclusion that all the levels of CSR play a role

in Europe, but they, however, have different significance, and furthermore are interlinked in a somewhat different manner. Stating results of the research, Visser (2005), discovered in Africa, economic responsibilities still get the most emphasis but philanthropy, however, is given second highest priority, followed by legal and then ethical responsibilities. The African CSR model or pyramid is represented in Figure 2 below.

Figure 2: Visser's Africa CSR Pyramid (2005)



The remodeled pyramid by Wayne Visser was essential to this research because it is a representation of the African context and reflects the conditions that exist around CSR in the African context. The model will guide the research to tease out answers to the second research question which seeks to find out the type of CSR reported on in the *Daily Graphic*.

2.7 Chapter Summary

This chapter dealt with synthesizing and analyzing some works deemed to be related to this study on analysis of media coverage and framing of CSR initiatives in Ghana. While many of the reviewed articles were in foreign context, what appeared to run through all of them as a focus or area of concern and relevance to the current study has been the role the media play in informing the citizens about pertinent issues and how they relate to society. More importantly was the attribution of these happenings and how the themes in the coverage are framed to engage public and spark their interest.

All of these articles reviewed point to the fact that the media should be in the forefront of putting more information in their stories about CSR especially in Africa specifically Ghana in order to make people more aware of the issues surrounding the phenomenon. Also, this role must go along with completeness and accuracy in the coverage of the CSR initiatives.

The next chapter discusses the approach, design and methods this research employed to determine what the coverage of CSR initiatives is like in the *Daily Graphic* and what dominant frames are employed to report on them.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter focused on the data gathering processes and how they relate to the research. Specifically the chapter describes the methods and procedures that were used to obtain and analyze the research data. The research sought to identify and analyse the ways in which the *Daily Graphic* framed CSR initiative in its reports. To meet the questions that were asked by the research the researcher employed qualitative content analysis as method to answer the questions. The chapter further discusses the sampling techniques and processes of coding and analysis as well as the operational definitions of the themes that were identified and how they were presented.

3.2 Research approach

The qualitative approach was chosen above the quantitative approach for this study because of the nature of results the research sought to achieve. According to Lindlof and Taylor (2002), qualitative research seeks to preserve and analyse the situated form, content and experience of social action, rather than subject it to mathematical or other formal transformations which is the case of quantitative method. This statement aligned with the intentions of my research which was to identify the various themes under which Corporate Social Responsibility is framed and to gain insight on these frames. The researcher picked news stories on Corporate Social Responsibility initiatives and without making any changes to the text in the newspapers, analysed them. Further, the analysis was done without using any mathematical methods to represent or transform the text or the content.

Creswell (2014), in describing qualitative research puts it as an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. In reporting the Corporate Social Responsibility initiatives which are a social occurrence or activities that happen in the social setting, it leaves the need for it to be explored and to be understood in the manner in which the newspaper reports try to give the occurrence of these initiatives meaning. In communicating text, communicators ascribe meaning to these texts and through the qualitative approach these meanings, (both the manifest and latent) can be understood and be reported on by this research.

3.3 Research design

The research adopted content analysis, specifically qualitative content analysis, as design. Content analysis as a research method is a systematic and objective means of describing and quantifying phenomena (Downe-Wamboldt 1992; Sandelowski, 1995). This means that content analysis as a research design can be used for both quantitative and qualitative researches to achieve desired and effective results. For Hsieh and Shannon, (2005) qualitative content analysis is a research method that can be used for subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns. Mayring (2000), goes further to describe it as an approach of empirical, methodological controlled analysis of texts within their context of communication, following content analytic rules and step by step models, without rash quantification.

Research design is described by Creswell (2014), as a strategy, plan, and a structure of conducting a research project. It can be acceptable to say that the design is the logical foundation of the research. The nature of the issue being addressed or the research

problem remains an ever important factor in the selection of the design of research, as well as, the researcher's personal experiences, and the audience for the Study (Creswell, 2014). The research design serves the function of ensuring that the researcher is able to answer the initial question as decidedly as possible based on the evidence obtained. That is to say that in research, the issues of sampling, method of data collection (e.g. questionnaire, observation, document analysis among others), and design of questions are all subsidiary to the matter of "What evidence do I need to collect?" (Creswell, 2014). The design chosen for this research adequately helps to collect the evidence needed to answer the research questions posed by this inquiry.

Wimmer and Dominick (2011) outlined five purposes for which content analysis could be used. One of such purposes is that content analysis can be used in a descriptive manner for describing communication content to reveal what exists. Secondly, content analysis can also be used to test hypothesis. Next, it can be used to assess the image of a particular group of people in society usually, the minority or otherwise notable groups. Establishing a starting point for studies of media effects is another purpose of content analysis. Here, the dominant messages and themes in media content are documented by systematic procedures and a separate study of the audience is done to see whether these messages are fostering similar attitudes among heavy media users. The last use of content analysis is comparing media content to the real world.

Content analysis suits the interests of the research because it allowed the researcher to make descriptive analysis of the news stories in the *Daily Graphic* about CSR initiatives carried on in the country. By content analyzing the news stories on the CSR initiatives, the research was able to assess the image that the *Daily Graphic* has created for the CSR

initiatives by their reportage which is the third purpose as indicated by Wimmer and Dominick (2011). The fourth purpose which includes setting a starting point for media effects research holds true for this research as the themes and issues identified in this research can become the foundation for further research into the effects of these themes and issues on the audience to determine whether the messages foster similar attitudes among the heavy Newspaper consumers. Last but not the least, the results of this research derived from the content analysis will be a benchmark for comparison with real world issues to confirm whether these newspaper representations are a true reflection of the reality of societal occurrences.

Content analysis can thus be described as the scientific study of communicated content with reference to its meanings, contexts and intentions. This research sought to make meaning of the content communicated in the newspapers to help identify the kind of framing that was made of the CSR initiatives in the country. The analysis went beyond mere word counts to include latent content analysis was done. In this analysis, the focus was on discovering underlying meanings of the words or the content (Babbie, 2013; Morse & Field, 1995). The research followed systematic steps in uncovering the covert inherent meanings woven into the text and thus bring into view the different frames used to capture CSR initiatives in Ghana.

Content analysis is done in stages. The following steps of content analysis, as outlined by Wimmer and Dominick (2010), guided this study: formulation of the research hypothesis or question, definition of the population in question, selection of an appropriate sample from the population, selection and definition of a unit of analysis, construction of the categories of content to be analysed, establishment of a quantification system, training of

coders and pilot study, coding the content according to the established definitions, analysis of collected data and finally conclusion. Some of the steps in the process of qualitative content analysis overlap with the traditional quantitative content analysis procedures (Tesch, 1990), but others remain unique to this method thus depending on the objectives of the study, the content analysis may be more flexible or more standardized, but on the whole it can be divided into the following steps, beginning with preparing the data defining the unit of analysis, developing categories and a coding scheme, testing your coding scheme on a sample of text, coding all the text, assessing your coding consistency, drawing conclusions from the coded data and then writing up the methods and findings in a report (Zhang and Wildermuth, 2005).

Content analysis includes thematic analysis of texts, indexing and identification of themes or major ideas in a document or sets of documents. These texts include field notes, newspaper articles, technical papers, or organizational memos (Wimmer and Dominick, 2010). This certainly gives the fundamental Justification for the researcher's choice of newspapers specifically the *Daily Graphic* as the text of interest for the study.

According to Rose, Spinks and Canhoto (2015, p.7), content analysis is highly regarded in media and communication studies because it is “a flexible research approach that can be applied to a wide variety of text sources”. Helped by the availability of computer software programs, content analysis can cope with large amounts of data. It can be used to investigate a topic longitudinally through the examination of contemporary texts which this research did by observing and analysing the content of only the *Daily Graphic* over the research period. The flexibility of content analysis allowed the researcher to collect and analyse data with more convenience.

Krippendorff (2004) further argues that content analysis is an unobtrusive research method, in that it can be used to analyse naturally-occurring data without the physical presence of the researcher at the time the event occurred. Based on this argument by Krippendorff, it makes meaning for this research to have been able to analyse the content of previous issues of the *Daily Graphic* newspaper without the researcher being present at the time the newspaper was initially printed and circulated. The researcher selected issues of the *Daily Graphic* which were printed and circulated in 2017, a time in retrospect of the collection of data for the research. So even though the stories selected were reported on in 2017, the researcher accessed them during 2018. As a result, content analysis may be helpful in reducing the problem of social desirability bias amongst respondents when researching sensitive topics (Insch *et al.* 1997; Harris 2001). Corporate social responsibility is a sensitive business phenomenon and the research needed to rely on hard facts and not information that may be overstated or understated because of the assumption that the biased information may be more helpful or favorable to the research. So if the newspaper reported bad and undesirable behavior about CSR, that information is unchanged at the time of accessing the story and so credible data is available for accurate analysis and findings. In a nutshell, content analysis allowed for this research to have reliable data for objective analysis to be done on the coverage of CSR initiatives, the types of initiatives reported on and finally the frames within which the reportage were made.

Krippendorff (2004) further makes a case for content analysis by claiming it can cope with large volumes of data. In the instance of this research a total of 129 news stories on CSR

initiatives were content analysed with a range of 13 paragraphs to 23 paragraphs per story averaging a total of 3,300 paragraphs for the entire study.

In the opinion of Zhang and Wildermuth (2005), the entire process of qualitative content analysis usually starts during the early stages of data collection. This early involvement in the analysis phase will help you move back and forth between concept development and data collection, and may help direct your subsequent data collection toward sources that are more useful for addressing the research questions (Miles & Huberman, 1994). This is exactly the approach the researcher took during the course of gathering and analysing data for this research and it served to be very rewarding and fulfilling in providing a rich interpretive perspective of the news stories analysed. From the start of data collection, the researcher ignored most of the philanthropic types of CSR initiatives reported on by the *Daily Graphic*. However, as the researcher became conversant with the stories it became clear that philanthropy was the main motivation for CSR by the organisations and thus there was a need to revisit those stories that were initially discarded and those stories gave the right perspective of the state of CSR in the country or the type of CSR that the coverage of the *Daily Graphic* includes.

3.4 Sampling

Sampling is a very complex issue in qualitative research as there are many variations of qualitative sampling described in the literature and much confusion and overlapping of types of sampling. It becomes important, then, that selecting the manner of obtaining data and from whom or where the data will be acquired be done with sound judgment, especially since no amount of analysis can make up for improperly collected data (Bernard et al., 1986). Palys (2008), indicated that there is no one best sampling strategy

because which is best will depend on the context in which the researchers are working and the nature of their research objectives. This means that depending on the nature of results the research hopes to bring forth, the researcher is at freedom to choose the appropriate and most suitable technique which will allow him to get the best and right results to satisfy the inquisition of the research.

In qualitative research circles, the term sampling is used preferably in lieu of population for a number of considerable reasons. According to Lindlof and Taylor (2002), the procedures of random probability do not form the basis for sampling decisions as every element of the population does not get an equal and independent chance of being selected. This they argued, therefore, means the results from qualitative studies cannot be extrapolated legitimately to the population they were drawn from. They further explained that because social phenomena are studied for their unique qualities, whether the subjects of the study are normally distributed in the population is not an issue.

Sampling allows researchers to identify who or what to observe or whom to interview (Lindlof & Taylor, 2002). Coyne (1997) suggests that, unlike in quantitative research where the sampling procedures are rigidly prescribed, it is not the case in qualitative research. The sampling technique or method for any research is mostly chosen based on the objectives of the study (Given, 2008). Given, further indicates that an intelligent sampling strategy gives the researchers and opportunity to make systematic contact with communicative phenomena with a minimum of wasted effort. There are quite a number of qualitative sampling techniques available to the researcher to adopt in selecting samples that are suitable for the research. To satisfy the intent of this research the purposive methods of sampling was used.

3.4.1 *Purposive sampling*

According to Patton (1990) the “logic and power of purposeful sampling lies in selecting information-rich cases for study in-depth. Information-rich cases are those from which one can learn a great deal about issues of central importance to the purpose of the research, thus the term purposeful sampling” (p. 169). Purposive sampling is a form of non-probability sampling in which decisions concerning the individuals to be included in the sample are taken by the researcher, based upon a variety of criteria which may include specialist knowledge of the research issue, or capacity and willingness to participate in the research (Odum-Sackey, 2015).

Schwandt (1997), cited in Lindlof and Taylor (2002), indicated that cases are chosen because the researcher has good reason to believe that ‘what goes on in there’ is key to gaining understanding of some concepts or processes, or to testing and explaining some established theory. Thus purposive sampling was used because it offered the researcher the opportunity to be able to gather the required data for the pursuit of the objectives of the study. Further it allowed the researcher to test the theories used and also to understand the concepts related to these theories.

To satisfy the needs of the research, and answer the questions posed by the research, the *Daily Graphic* was purposively selected from among the existing newspapers in Ghana and analysed to obtain data on how the paper reports on CSR initiatives and also identify what frames within which the CSR initiatives are presented to give meaning to them. The *Daily Graphic* is published by the Graphic Communications Group Limited, which is the leading and largest newspaper publishing and printing company in Ghana (*Daily Graphic*, 2010). The *Daily Graphic*, since its first publication, has grown into the

reputation as a paper capable of asserting its independence from any form of control from the government. It has since become the most widely read newspaper in Ghana (Ghana Press Reference Report, 2012). The paper's choice of independent and assertive editorial policies led to several instances of government interference. It has seen more changes at the editorial news desk than any other newspaper in Ghana. Despite a few hiccups, it has continued to maintain its reputation as the most economically viable newspaper in the country.

The *Daily Graphic* is considered as one of the most objective news sources available to Ghanaians. The *Daily Graphic* is published six days in a week, with an average daily circulation of over 200,000 (Ghana Press Reference Report, 2012). The *Daily Graphic* has news editors and correspondents in all the regional capitals from where news stories from all over the country are sent to the headquarters in Accra for daily news production. On a general level, the choice of *Daily Graphic* forms a decorous element as sample and serves the purposes of this research.

As the most widely circulated newspaper in Ghana and is also as a state owned newspaper, the *Daily Graphic* was chosen because it meets the curiosity of the researcher and satisfied expectation of the researcher as possibly rich in content to provide the data necessary to meet the objectives of the research.

3.4.2 Sample size

In qualitative research sample selection has a profound effect on the ultimate quality of the research (Coyne, 1997). Sandelowski, (1995), has said that determining adequate sample size in qualitative research is ultimately a matter of judgment and experience in

evaluating the quality of the information collected against the uses to which it will be put, the particular research method and purposeful sampling strategy employed, and the research product intended.

The sample used for this research included 129 news articles purposively taken from among all print *Daily Graphic* publications from the 1st of January to the 31st of December, 2017. In selecting the stories to be used in this research, the study considered all issues of the *Daily Graphic* in the period and subsequently news stories of CSR initiatives from the *Daily Graphic*. These include straight news stories, features, editorials and opinions for the period.

According to Wimmer and Dominick (2003), the time to be examined should be relatively long enough to make sure that the phenomenon to be studied would have enough time to occur, and also due to the waning nature of the event hence the choice of this period. The period of one calendar year (January to December 2017) was chosen because the researcher sought to reveal a more in depth and relatively recent picture of how CSR initiatives are represented in Ghanaian newspapers.

3.5 Data Collection

Data collection is the essential part of every research work as it sets the tone for the realisation of the research objectives and consequently the answering of the research questions. To get the desired data for this research, document analysis was done. Bowen, (2009) wrote that document analysis is a systematic procedure for reviewing or evaluating documents—both printed and electronic material. Like other analytical methods in qualitative research, document analysis requires that data be examined and

interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge (Corbin & Strauss, 2008). Bowen (2009) asserted that documents that may be used for systematic evaluation as part of a study take a variety of forms. They include advertisements; agendas, attendance registers, and minutes of meetings; manuals; background papers; books and brochures; diaries and journals; event programs (i.e., printed outlines); letters and memoranda; maps and charts; newspapers (clippings/articles); press releases; program proposals, application forms, and summaries; radio and television program scripts; organisational or institutional reports; survey data; and various public records. Scrapbooks and photo albums can also furnish documentary material for research purposes (Bowen, 2009). These types of documents are found in libraries, newspaper archives, historical society offices, and organisational or institutional files.

In this study, the type of documents selected for analysis was issues of the *Daily Graphic* newspaper between 1st of January to 31st of December, 2017.

3.5.1 Exploratory study

The researcher in May 2017, conducted an exploratory research using the April 2017 publications of the *Daily Graphic* at the library of the Communication and Media studies department of the University of Education Winneba. Out of the 23 issues of the *Daily Graphic* in the month, the researcher was able to sample 20 news stories on CSR initiatives which gave the researcher an indication that enough data could be obtained to conduct a research on the CSR initiatives in the *Daily Graphic*. The researcher made similar inquiry into the Business and Financial Times but could not find relevant issues of the newspaper at the Department's library and the School library of the University of

Education Winneba thus the researcher's choice to work with only the *Daily Graphic* for this research considering the time frame the researcher had to pursue the research.

From January 2018 to April 2018, final data was collected. The exploratory study proved important to the final collection of data as the researcher had already identified the pages which were dedicated to news stories and of which type as well as those pages that were dedicated to advertisements. The exploratory study also gave indications as to what to look out for in the news stories that were identified to be stories on CSR initiatives. A careful scrutiny of the news stories on CSR in the *Daily Graphic* within the period was done to discover and uncover the various ways in which the CSR activities in Ghana were framed.

The researcher first engaged the text through multiple readings of every news story that was sampled to gain a general understanding of the contents while making notes were taken at every stage. Next, a close reading of the text was done in a more detailed manner to identify the "discursive strategies" that were latent in the text (Bertrand & Hughes, 2005; Fedlstein & Acosta-Alzuru, 2003: p.159). The researcher identified the recurrent issues or topics that stood out from the reading and these themes were put into categories and these categories were duly named and labeled.

Sanders (2000) asserted that, "to understand the media employment of standardized representations, the reader needs to engage in active interpretations." In view of this assertion, the researcher re-read the stories taking note of the thematic categories to further procure a deeper interpretation of the themes (Lindlof & Taylor, 2002) by "looking for how they were related..., [and the] finer distinctions and or broader

connections between them” (Gavrilos, 2003: p434). The result of this was that latent cultural meanings and significance embodied in the text were unearthed. Through this process the researcher took the analysis of the news stories beyond the meaning the text manifested on the surface. The analysis thus was in-depth, profoundly contextual, and more culturally situated.

3.5.2 Coding

The researcher systematically reviewed the content of the newspapers in order to elicit meaning from them thus any straight news, editorial, letters to editor and feature articles related to CSR initiatives that appeared in the *Daily Graphic* from January 2017 to December 2017, were included in the sample and coded. After intensive reading of about a third of the stories sampled, categories were created based on the interpretations and themes and frames that were identified in the news stories (Pickle, Quinn, & Brown, 2002). The data for the study were collected by a Coding guide. A coding guide was developed and used to guide the coding of the identified stories in the newspapers. The researcher developed a coding sheet which was based on the various themes evident from the newspaper reportage on CSR initiatives. To help in the coding process, some content categories were generated based on the research questions.

To satisfy the first research question, stories were coded for the type of story, the placement of story, the size of banner or headline and the presence of photographs in the story. The content categories that were used are operationally defined below.

Type of Story: This was any straight news story, a feature, an editorial or a letter to editor. The story type category was developed and coded because it helped determine

which types of stories the *Daily Graphic* focused on CSR initiatives and other related issues. These basically represent the various ways through which CSR initiatives can be brought to the knowledge of the public thus helping the researcher to identify the type of story that dominates when it comes to covering these initiatives in the newspaper.

Placement of the Story: This has to do with the page on which the story appeared, which in a way, signifies the importance attached to the stories. Per the framing theory, the page on which a story is placed not only determines the importance that is attached to that story but also offers a certain understanding to readers who come across those stories about the news item. Specifically, stories and articles on the front page, middle page and the back page are seen to be more significant and seem to easily catch the eyes of the readers. This category further looks at what space the story covers on the page on which it appears. For instance, did the story take a full page or only a quarter of the page? It was therefore, the aim of this category to investigate the importance attached to CSR initiatives through the page they appear on.

Size of banner or headline: This category describes the size of the banner on the news story. The category investigated whether the story comes with a large banner headline, or a small one or a medium sized banner. The size of the banner gives an indication of the prominence it has. In other words it suggests or implies what value the content of the news story has to the newspaper and consequently the value or meaning it has for the readers. So this category takes critical notice of what manner of banner is placed over the stories on CSR initiatives.

Presence of photographs: The final category under research question one is the attachment of photographs by the newspaper to stories on the CSR initiatives. Photos give prominence to news stories and also serve as evidence of facts presented in the news. The presence or otherwise of the photographs gives credence or otherwise to the story reported, though not in all cases but especially, where material donations are mentioned. The audience, are able to give more meaning to the news story using the attached photographs and this makes investigating the presence of photographs important.

For the second research question, the researcher used the predetermined categories of the elements of Carroll's (1991), CSR pyramid which was rearranged by Visser (2005) to reflect the African context. The four elements guided the researcher to identify the nature or type of CSR that is reported on in the *Daily Graphic* and how this reportage reflected the African cultural perspective and context. The four elements in order per Visser (2005) are Economic, Philanthropic, Legal and Ethical.

Economic: This is the basic responsibility of the firm as a socially responsible entity. As prescribed by Carroll (1991) and adapted by Visser (2005), it is any activity that promotes the economic viability of the organisation in terms of making profit and providing employment to the members of the community. This category was coded for using indicators such as employment, profit, shareholder value, tax payment, marketing, human capital development and investment.

Philanthropic: Philanthropic activities relate to the extension of hand by the organisation to the community in terms of community projects and social causes. This was coded with donation, support, philanthropy and benevolence.

Legal: Legal encompasses the activities of the firm to conform to the laws of the country or community it is established. The researcher used royalty payments, government policy, legislation, labour laws, regulations, enforcement and compliance as the indicators for coding this category.

Ethical: This relates to the choices the organisation makes because it considers it to be the best course of action or the right thing to do. This category was coded for using Compensation, benefits and victim support.

The third research question which sought to identify the dominant frames employed by the *Daily Graphic* brought forth the under listed themes.

Poverty: the poverty theme came out of coding as an umbrella for terms such as marginalized, poor living conditions, needy members of society, destitution, scholarship schemes, and benevolence.

Health and environment: the researcher worked around sub themes such as health screening, hygiene, medical treatment, food and nutrition, sanitation, environmental impact and emissions to code for this theme.

Education: the theme of education came out of a cluster of sub themes and indicators including school building, donation of books, learning kits or tools, training, academics classroom units and library.

Development: this is linked with indicators such as social capital, Ghanaian economy, human development, gross domestic product economic progress and infrastructure. These terms and other similar ones were used to code for the above theme.

Stakeholder: the final theme unearthed from answering the third research questions encompasses the sub themes of investors, board of directors, employees, local communities, governmental agencies and the media.

3.5.3 *Inter-coder Reliability*

To ensure there was less or no error in the coding, the researcher trained three students, one level 300 French student, one level 400 English student and an MA student from the Department of Communication and Media Studies all from the University of Education, Winneba, to test for inter-coder reliability. The students were taken through the coding scheme and the operational definitions of variables to code for. They also practiced by coding some of the news items. After the training, the researcher conducted a pilot study by randomly selecting some of the news items for the coders to code. Holsti's (1969) inter-coder reliability formula was used to test the pilot study. This formula was considered because Holsti (1969) reports that it is the formula for determining the reliability of nominal data. Below is the formula:

$$\text{Reliability} = \frac{3M}{N_1 + N_2 + N_3}$$

In the formula, M represents the number of coding decisions on which two coders agree. N1, N2 and N3 represent the total number of coding decisions by the coders respectively (Holsti, 1969).

Coding for the themes, below was the result:

$$\text{Reliability} = \frac{3(12)}{15+15+15} = \frac{36}{45} = 0.80$$

Considering the high level of agreement between the coders, the coding was considered reliable.

3.6 Data Analysis

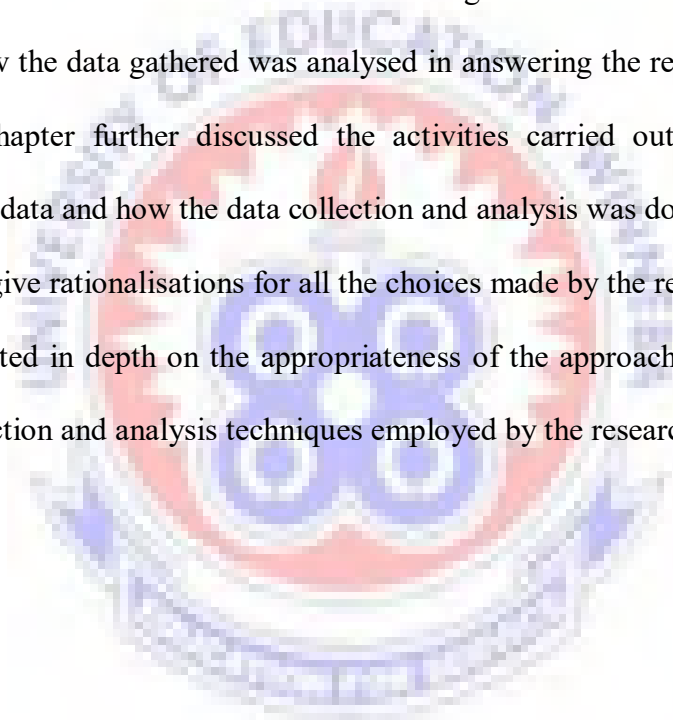
The research employed thematic analysis for analysing the data gathered through the document analysis. Lapadat (2010) has indicated that thematic analysis is not a research design in itself but an analytic method and synthesizing strategy used as part of the meaning-making process of many designs. In the words of Boyatzis (1998), thematic analysis is a process for encoding qualitative information using explicit codes. These he indicated may be a list of themes; a complex model with themes, indicators and qualifications that are causally related; or something between these two. It is, according to Boyatzis (1998), a way of seeing, of finding relationships, of analysing, of systematically observing a case and of quantifying qualitative data. Braun and Clark (2006) also asserted that thematic analysis allows the researcher to identify, analyse and report patterns within the data collected. Thematic analysis also presents itself as a sense-making tactic for reducing and managing large volumes of data without losing the context, for getting close to or actually immersing oneself in the data, for organizing and summarizing, and for focusing the interpretation (Lapadat, 2010).

The units of analysis for this study were the paragraphs in the news stories that were published in the *Daily Graphic* in the year under consideration. The data gathered from the research was coded using indicators derived from the analysis of the *Daily Graphic*

publications and a list of themes was developed based on these indicators. These themes which are the patterns across the data sets that stand out as important to the description of the research phenomenon, were then analysed to arrive at an in depth appreciation of the kind of framing done in the newspapers of the CSR initiatives reported.

3.7 Chapter Summary

This chapter revealed the methods used to gather data for the study. The reasons and motivations behind the choice of the research designed used for the study were explained as well as how the data gathered was analysed in answering the research questions of the study. The chapter further discussed the activities carried out by the researcher in collecting the data and how the data collection and analysis was done. The chapter further attempted to give rationalisations for all the choices made by the researcher. This chapter, also, commented in depth on the appropriateness of the approach and design as well as the data collection and analysis techniques employed by the research.



CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 Introduction

The study set out to investigate the coverage given to Corporate Social Responsibility (CSR) initiatives in the *Daily Graphic* and to further examine the categories of CSR initiatives that make up the coverage. The study also investigated these nuances on the back of how the CSR initiative stories are framed and the underlying implication from such frames.

This chapter presents and discusses the findings of the study as well as the results of the analysis of data collected. The researcher analysed documents, through the lens of the theories used in this study (CSR Theory, Framing Theory and Value Judgment Theory) and related literature, in order to discuss data obtained from the field. The study also brought out the underlying issues pertaining to CSR initiatives as expressed in the *Daily Graphic*. For the purpose of confirming the news stories analysed, the researcher quoted portions of the CSR news stories with their paragraph number, date story was published, the journalist who wrote the story (where indicated) and the newspaper outlet which carried the news story. This ensures credibility and trustworthiness of the data collected and also to corroborate the findings as well.

The researcher analysed 129 news stories on CSR and interpreted the data to answer the questions below:

RQ1: What is the coverage given to CSR initiatives in the *Daily Graphic*?

RQ2: What are the types of CSR initiatives that are reported in the *Daily Graphic*?

RQ3: What are the dominant frames used to represent CSR initiatives in the *Daily Graphic*?

4.2 Characteristics of the Study

The study involved the purposive sampling of CSR related stories as published in the *Daily Graphic*, from January 2017 to December 2017, and analysing the news stories from the framing perspective. The findings were analysed and presented in themes with the exception of research question one for which the researcher employed a graphical representation of the findings.

4.3 RQ1: What is the Coverage Given to CSR Initiatives in the *Daily Graphic*?

The research found that the *Daily Graphic* did not give prominent coverage to the CSR initiatives it reported on. The salience given to a topic in the *Daily Graphic* paints the picture of how important that story is. This has the potential of influencing public thoughts and perceptions because of the emphasis that particular story carries. Corporate social responsibility (CSR) initiatives are a response of organisations to the growing socio-environmental concerns in the society they operate in.

Considerable attention given to an issue tends to set the news agenda (Jeffres and Perloff, 1997). This can be possible with a daily publication such as the *Daily Graphic* where the issue being given attention to subsequently becomes important to the public as well. Based on the above premise, this research question sought to examine the coverage of CSR initiatives in the *Daily Graphic*. The significant term, which is 'coverage' indicates the type of story; the placement of the news stories; the size of banner or headline; and the presence of photographs in the stories. Each aspect of coverage pertaining to CSR

initiative stories in the *Daily Graphic* were analysed using graphical illustrations with theoretical underpinnings.

The tables below provide the elements of coverage of CSR initiatives in the *Daily Graphic*:

4.3.1 Type of story

Table 1 Frequency Distribution of CSR Initiative Stories Covered in the Daily Graphic with Emphasis on the “Type of Story”

Type of Story	Frequency	Percentage (%)
Straight news	128	99.2
Editorial	1	0.8
Total	129	100

Source: Researcher’s Field data, 2017

Each issue of the *Daily Graphic* has straight news items, a feature article, an editorial and letters to editor columns which carry the day’s news stories. In examining the coverage provided CSR initiatives by the *Daily Graphic* in its columns, the research considered which of the above identified articles or news story types carried messages or reports about the CSR initiatives. From Table 1, it is evident that a chunk of the news stories investigated, apart from single stories which were editorial articles (0.8%), were straight news articles (99.2%).

Editorials represent a determined and considered position of a newspaper on an issue or event which is in the public domain (Adjei 2010; Burgesson, 2016). Bolivar (1994) is of the view that editorials go outside the pages of a newspaper to affect the society. What

this implies is that writing an editorial about a particular issue gives an indication of the latent ideology of the newspaper and its interest in that issue.

Features, like the editorials, betray the interests of the newspaper in the issue that is discussed under them. Feature articles are like an abridged version of straight news and editorials. They present the facts of the story but indulge more elaboration than straight news does on the issue being discussed. This provides more information that will be a form of education for the public or serve as a means of advocacy for the issue. It is therefore mind provoking to note from the analysis that the *Daily Graphic* failed to put together any feature article on the CSR initiatives being carried out by corporations around the country. What this means is that *Daily Graphic* has not come to the realisation on the importance of CSR as a concept to the modern business person, and the socioeconomic importance it holds to members of the society. Pertaining to the non-existence of any feature article on CSR initiatives in the *Daily Graphic*, the study asserts that the newspaper does not find the initiatives as critical enough for an elaborate discussion as seen in feature article.

Unlike feature articles and editorials, straight news articles are usually reports of facts of activities that happened which do not discuss the phenomenon or provide expert commentary. This implies that beyond the selected portions of the CSR initiatives reported about in the news stories, the readers are not exposed to central information about the issue being reported and are limited to just the facts reported to form understanding of the phenomenon of CSR.

The concept of framing is about the media first forming meaning based on their perception of social phenomenon. These perceptions are put into frames or ‘meaning boxes’ around issues they report on for their audiences to consume. As audiences consume these media texts, they also use their own mental frames to create understanding for themselves about the issue discussed by the media. This shows that by only reporting the facts, readers are limited to forming perceptions and understanding of CSR as a concept from the facts reported. They may, thus, form their own mental frames about CSR, which may be inadequate. This in effect give the readers a narrow world view of what CSR is which falls short of what the initiators of the CSR initiatives have not intended. The audience may have too much expectation or would think too little of the projects that the organisations engage in.

The above findings reveal how CSR news stories had more traction as straight news stories and not editorials with news judgment playing a crucial role per the researchers’ observation. Findings arising out of the document analysis of news stories in the *Daily Graphic* on CSR initiatives show that news values such as prominence, proximity, timeliness, human interest, magnitude, frequency and impact play an essential role in selection of content of and publication of news items as confirmed by Galtung and Ruge (1965). Thus, for news reporters and news writers, any story they put together for publication must be expressive of the values which in turn shows some level of prominence before they get published. It goes to indicate the frequency of CSR initiatives engaged in the society and how determined the reports of the activities find their way into make news stories. Another determinant which garner interest in CSR initiatives making news stories are the potential interest the public has in these activities.

Therefore, it is in place to conclude that the *Daily Graphic* may have made consideration of the above mentioned values per Galtung and Ruge (1995) and thus the choice to give voice to the CSR initiatives through straight news while ignoring to represent them in the Editorial or Feature articles or any of the other article type of news articles.

4.3.2 Placement of story

The second aspect of the research question looked at where the news articles about CSR initiatives were placed within the pages of the *Daily Graphic*. The research in trying to understand how much coverage is given to CSR initiatives stories in the *Daily Graphic*, made it a point to identify where the news articles are placed and how much space they had in the *Daily Graphic*.

Table 2: Frequency Distribution of CSR Initiative Stories Covered in the Daily Graphic with Emphasis on the “Placement of Story”

Placement Space	Prime Pages		Other Pages		Total	
	Frequency	Percentage (%)	Frequency	Percentage (%)	Frequency	Percentage (%)
Full	3	2.33%	5	3.88%	8	6.20%
Half	4	3.10%	73	56.59%	77	59.69%
Quarter	2	1.55%	42	32.56%	44	34.11%
Total	9	6.98%	120	93.02%	129	100.00%

Source: Researcher's Field data, 2017

In analysing the data, the research set some parameters of measure to effectively classify the data that emerged with regard to placement. The first category was the prime pages

which included the front, the second and the third pages, then the middle pages, as well as the back page of the *Daily Graphic*. The second category included all other pages apart from those that fall under the prime pages. Out of the 129 news articles reviewed, less than a quarter of these news stories enjoyed space on the prime pages. This forms 24.03% of the total news articles analysed as indicated on Table 2.

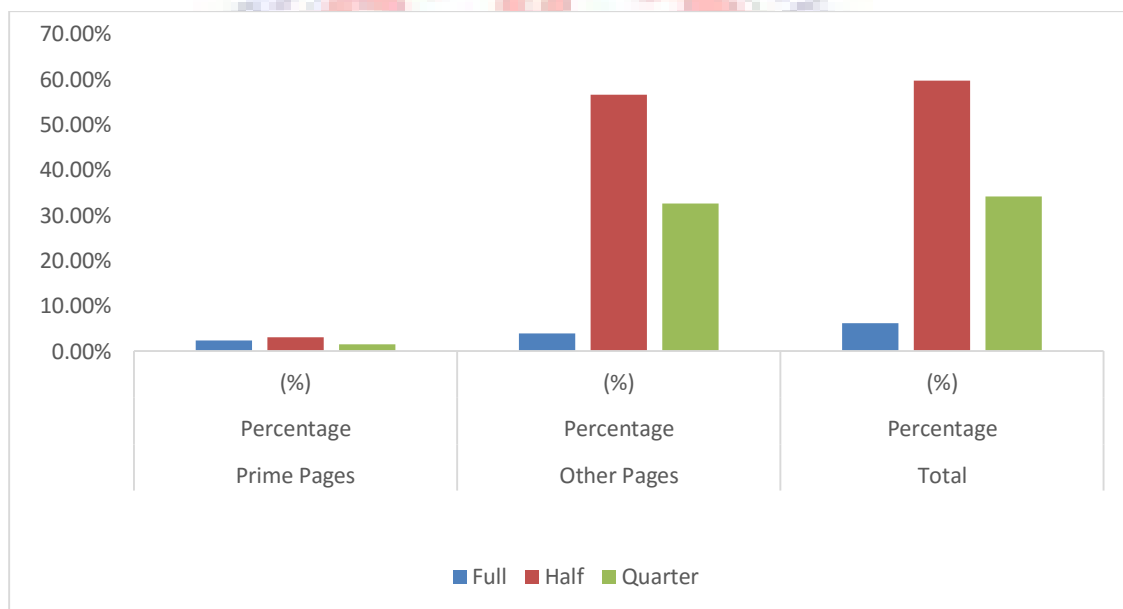
Atareburo (2018) stated that the location of the stories in a newspaper is one of the ways to grab the attention of the readers toward a particular write up. With a phenomenon such as CSR which is regarded as a standard of corporate behaviour and is experiencing social, political and academic interest; it brings to the fore the question of why incidents of CSR do not get more prominence from an established public newspaper such as the *Daily Graphic*. Why would the *Daily Graphic* not put reports about CSR on the front page or those other pages that are the prime pages of the newspaper? The answer lies in the value the newspaper puts on these CSR initiatives. Another standpoint of not placing value on CSR imitative stories could be that the readership are more interested in politically inclined stories than corporate social interventions. From the researchers' observations, it would appear that CSR initiatives stories may not generate the patronage the paper seeks as a business organisation in order to generate the needed profits.

Galtung and Ruge (1965) asserts that a front page story is deemed as most prominent because it is the first story a reader sees before the other stories. However, it was noted that the *Daily Graphic* did not give prominence to the CSR initiatives it reports on. By reporting in this manner, the audience members who are only interested in "major news" and for that matter only check the prime pages may definitely miss the news reports on the CSR initiatives. This implies that the audience members will be less informed about

CSR initiatives happening around them and would therefore not be able to make a meaningful understanding of the social impact of these initiatives and how they affect them. This is supported by the statement of McCombs and Shaw (2005) that readers do not learn only about a given issue, but also about how much importance is attached to that issue based on the amount of information in a news story and also its position.

Beyond the location of the CSR news articles within the pages of the *Daily Graphic*, attention was also given to how much space the stories occupied each time they appear. The results of this are elaborately presented in Table 2 and plotted on the graph below.

Figure 3: Space Occupied by CSR Stories in the Pages of the Daily Graphic



Source: Researcher's Field data, 2017

During the analysis, it was revealed that most of the news articles covering the CSR initiatives, apart from appearing more on other pages, are allocated half a page or less on the pages they appear on. The space allotted to stories in newspapers can also be determined by a number of factors including news value judgment, editorial policy and

house style (Spencer-Thomas, 2013). Whereas a full page may suggest how prominent a story is, a quarter page or less may suggest a less important issue (Spencer-Thomas, 2013). Guided by the above statement, it can be seen that the *Daily Graphic* did not assume the news stories on the CSR initiatives to be prominent enough so as to enjoy a lot of full page coverage. As evident from the graph above, only 3% of the total numbers of stories on CSR were found on full pages. Out of these three, one was a CSR initiative the *Daily Graphic* was directly involved with. The story was a highlight on the progress made by the National Media Coalition against *Galamsey* on April 5th, 2017, under the heading “Media Declare War on Galamsey”. This was the initiative taken by the media to support government fight against *Galamsey* in Ghana. It was evident that because this particular story held importance to the newspaper, it was placed on a prominent page as well as given a full page coverage which effectively gives assertion to the *Value Judgment Theory* by Galtung and Ruge (1965). According to Galtung and Ruge (1965), the value of a story is in its frequency, absolute intensity, meaningfulness, cultural proximity among others. Thus the *Daily Graphic* may have considered some of these value notes or others that are unique to the *Daily Graphic* before choosing where to place the story in the pages of the newspaper.

According to Hinson (2011), corporate social responsibility (CSR) has become woven into the corporate fabric. He further affirms that many private firms in Ghana are extensively incorporating CSR into their strategies in order to generate stakeholder goodwill and boost market value. Based on this statement, it is detrimental to the organisations engaging in CSR activities not to get regular prime coverage in the Ghanaian newspapers as they will not be able to generate the stakeholder goodwill and

also boost their market value. This is a reflection of New Zealand Trade and Enterprise's (2008) assertion that a new conscientious consumer market is emerging whose decisions on consumption are influenced by corporate social responsibility (CSR) concerns.

4.3.3 *Size of banner or headline*

The research scrutinised how the headlines of the news articles were presented. The concern was to identify whether the headlines were large, small or medium. The analysis showed that the *Daily Graphic* used medium size banners or headlines for most of the stories that were on CSR initiatives with the small size banners following closely in frequency as indicated in Table 3 (below). Drawing from the previous result regarding the placement of the news stories, it would be expected that the stories carried medium or small headlines as the results have actually shown. The stories, based on the pages they appeared on, were mostly half page and quarter page with only a few of them taking the whole page.

Table 3: The Size of Banner or Headline

Banner Size	Frequency	Percentage (%)
Large	10	7.75
Medium	67	51.94
Small	52	40.31
Total	129	100

Source: Researcher's Field data, 2017

Gamson and Modigliani (1989) as cited in Gorp and Vercruysse (2012) indicate 'framing devices' that condense information and offer a 'media package' an issue. They identify (1) metaphors, (2) exemplars, (3) catch-phrases, (4) depictions, and (5) visual images as

framing devices. The news story headlines, fall under item 3 which is *catch phrases* and thus the font in which they are presented definitely makes an impact on whether it will catch attention or be identified by the audience. It also sends a signal to the audience that the CSR initiatives do not have much importance as compared to the other news items that come with large and bold headlines.

Editors, newsroom staffs, and broadcasters perform a very important part in shaping reality by choosing and displaying news (McCombs & Shaw, 2005). The mass media draws attention to certain issues by continually presenting objects and suggesting what individuals in the audience should think about, know about and have feelings about. The way the media goes about doing this, in a long stretch, leaves a certain impression on the minds of the audience. Thus, it can be inferred that the size of the banner or the headline of the stories the *Daily Graphic* offered its audience on the CSR initiatives gave an impression in the minds of the readers.

With most of the stories analysed having medium (51.94%) and small (40.31%) headlines, it can be understood that the *Daily Graphic* by such presentation, is giving only a certain level of prominence to the CSR stories it reports on and consequently that would leave a poor impression on the minds of the readers. This means that readers will come to understand how their source of news treats the stories pertaining to CSR initiatives which would imply that these stories are not as seen issues which require much attention from the news outlet.

4.3.4 *The use of photographs*

To further understand how CSR initiatives were covered in the *Daily Graphic*, the research also considered the presence of photographs alongside the news story. Tankard (2001) mentions photographs as one of the items which is used by the media to create frames for issues and also a means by which researchers can also identify the frames. Photographs are a priming tool used by media, especially newspaper reports to appeal to their readers.

Table 4: The Use of Photographs

Photographs	Frequency	Percentage (%)
Yes	117	90.70%
No	12	9.30%
Total	129	100%

Source: Researcher's Field data, 2017

From the data, it was realised that the *Daily Graphic* made a lot of effort at this as only about a third, which forms exactly 9.30% (see Table 4 above), of the news articles were printed without photographs. Some of the photographs showed the project or benefit that the initiative offered while others showed the project as well as the donors or initiators or the representatives of the organisation. In most pictures, there is the presence of the beneficiaries alongside the CSR project.

A news item is considered prominent when it is enhanced with pictures, it is allocated a full or half page in newspapers and usually placed on the cover page of newspapers

(Galtung & Ruge, 1965). In addition, Aziz (2015) states that aside from photographs making news seem authentic, they also give a level of prominence and attract some level of attention to the news item. Contrary to these assertions, Neuman *et al* (1992) believes that newspapers are less likely to grab attention on low salience stories unless presented in a manner so as to attract attention of readers. This certainly means that the words in the news story alone may not be enough to attract and keep the interest of readers on the issue being discussed. Thus, by adding photographs to the story as it is reported, it gives salience and prominence to the facts being presented.

4.3.5 Amount of coverage given CSR initiatives

Leading from the analysis, Table 5 shows the trend of publication of news articles on CSR initiatives by the *Daily Graphic* in terms of number of publications per month under the period of study.

Table 5: Frequency Distributions of Number of CSR Initiatives Publications For 2017

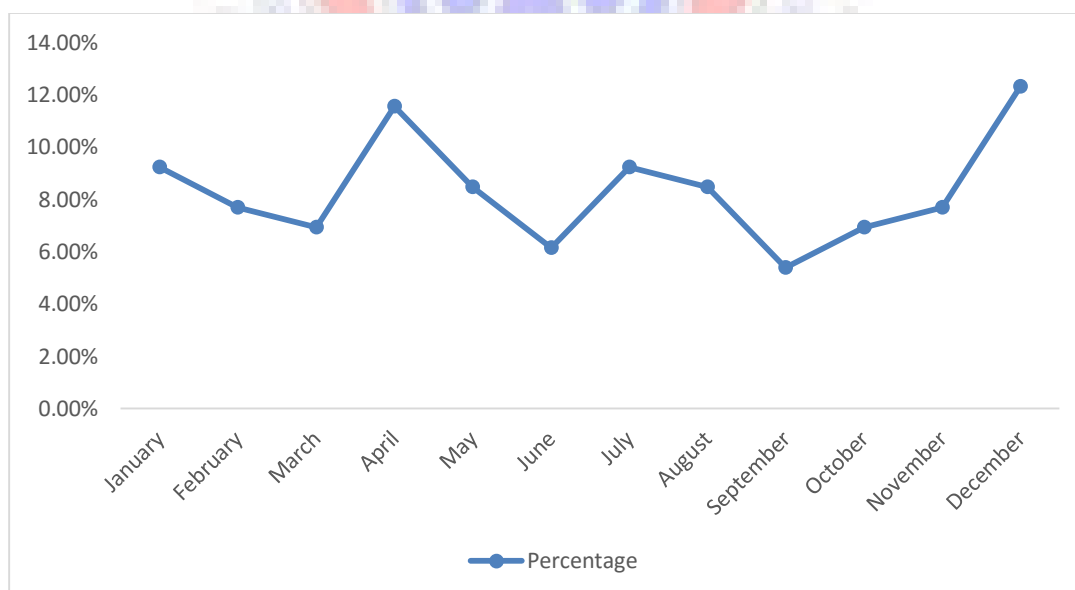
Month	Frequency	Percentage
January	12	9.23%
February	10	7.69%
March	9	6.92%
April	15	11.54%
May	11	8.46%
June	8	6.15%
July	12	9.23%
August	11	8.46%
September	7	5.38%

October	9	6.92%
November	10	7.69%
December	16	12.31%
Total	130	100%

Source: Researcher's Field data, 2017

From the Table 5 (above), in the year of 2017, there were up to 130 news articles that were identified as CSR initiatives that were reported on by the *Daily Graphic*. Out of this number, the months of April and December recorded the highest publication of news article on CSR as 11.54% and 12.31% respectively. While the lowest coverage came from the month of September, recording a single number of seven (7) stories, which is 5.38%. April recorded fifteen (15) news articles and December recorded one extra making sixteen (16) stories.

Figure 4: Publication Frequency of CSR Initiatives in the Daily Graphic



Source: Researcher's Field data, 2017

Figure 4 above represents the trend of reporting on CSR initiatives in the period under study. From the analysis of the content of the *Daily Graphic*, the reporting trend shown above was what emerged. The line is almost a straight one, curving gently across the months. The trend was that CSR initiatives reporting drops at the end of every quarter except in December. The month of April recorded the highest number of news articles on the CSR initiatives. April is the month of the Easter festivities and December is the month of Christmas, therefore the researcher concludes that more philanthropic works were done to commemorate what the months stood for. This would explain why the curve slopes steeper upwards in these months. In the month of April for instance, there were headings like '*TT Brothers Donates to Tema SOS*' '*Citi FM Donates to Baptist School Complex and Orphanage*'.

By the representation given the CSR initiatives by the *Daily Graphic* on monthly basis, an average can be drawn at approximately 11 news articles per month. Making comparison to the 50 to 100 articles per day, one must say that it is indeed a small average for a phenomenon which, this study considers very important to the world of corporate citizenship and the socio economic landscape of Ghana.

According to Chomvilailuk and Butcher (2013), proponents of CSR have argued that a more socially responsible organisation will more likely enjoy enhanced business performance, including product purchase, firm loyalty and favorable word of mouth. By extension, this suggests that the more stakeholders know about the CSR activities of an organisation, the more interest these stakeholders will have in the business and product propositions of the organisation. One of the major media through which these stakeholders can get awareness of the activities of the socially responsible organisation,

beside the organisation's own efforts at communicating their CSR initiatives, is through the mass media of which newspapers are a part. When a newspaper like the *Daily Graphic*, with nationwide coverage, is able to give more space and representation to the CSR activities in that are carried out in the nation, it will give a certain validation to the corporate bodies that engage in CSR as socially responsible entities and further create a new picture in the minds of the consumers of the news contents of the *Daily Graphic*, of what stakeholders should expect of corporate bodies that exist around them in the society and what their obligations should be to the society and citizenry.

4.4 RQ2: What are the Types of CSR Initiatives that are reported in the *Daily Graphic*?

In investigating this question, the research found that the *Daily Graphic* made reports about all the four types of CSR as covered by Visser (2005) on the African CSR Pyramid. Visser (2005) sought to demonstrate in his work, the limitations of Carroll's CSR Pyramid as a framework for understanding CSR, explaining that cultural context should be considered when applying models like Carroll's Pyramid of Corporate Social Responsibility.

Table 6: Frequency Distributions of Occurrence of CSR Types per Quarter

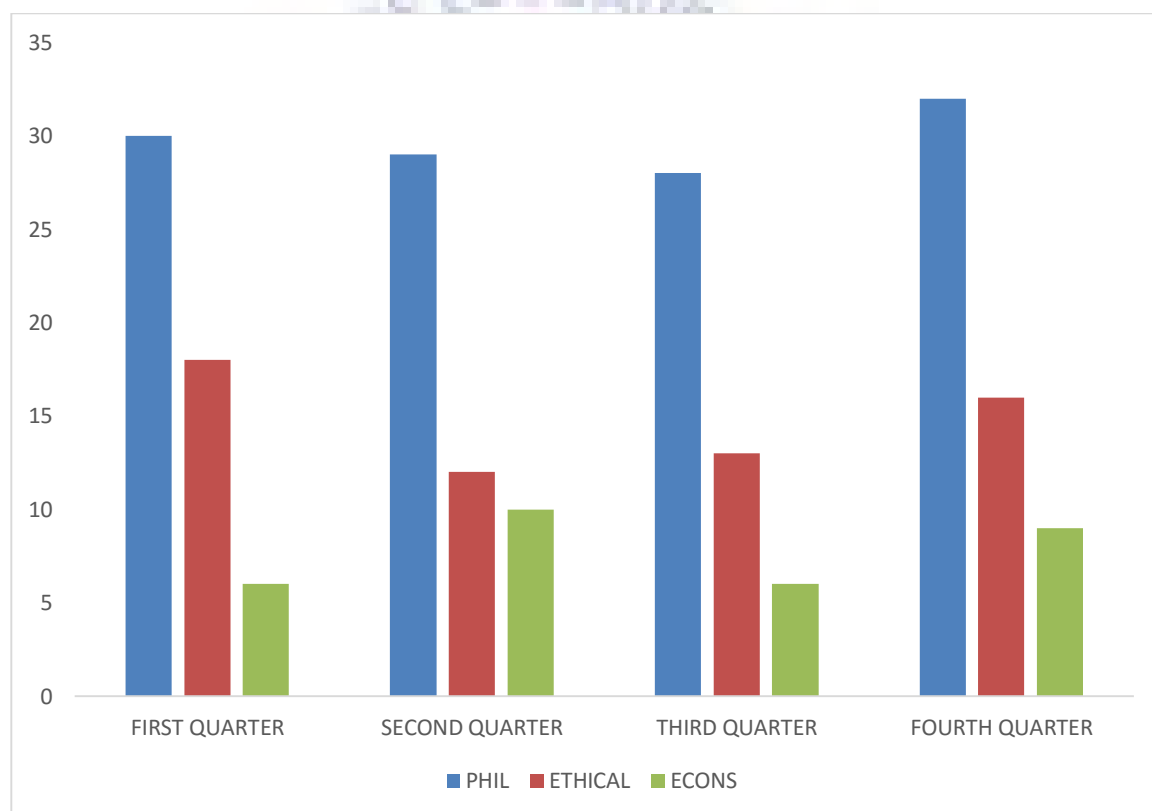
QUARTER	PHIL	ETHICAL	ECONS	LEGAL	TOTAL
FIRST QUARTER	30	18	6	0	54
SECOND QUARTER	29	12	10	0	51
THIRD QUARTER	28	13	6	0	47

FOURTH QUARTER	32	16	9	0	57
TOTAL	119	59	31	0	209

Source: Researcher's Field data, 2017

The frequency and percentage by which these elements of the Visser's Pyramid occurred in the reportage of the *Daily Graphic* is represented graphically below.

Figure 5: Representation Of the Elements of Visser's (2005) Pyramid as Occurred in the Reportage of the Daily Graphic



Source: Researcher's Field data, 2017

The research sought to identify what CSR types were represented in the *Daily Graphic's* reportage in the year of 2017 and it was clearly identified that all the four types of CSR were reported on after an in depth analysis of the 129 news stories identified to be about CSR initiatives. Out of the total number of news articles analysed, the Philanthropic type

of CSR stood out dominant with a 56.94% mention in the paragraphs. The Ethical type followed with 28.23% and the Economic type had a 14.83% while the Legal type stood at the end of the list with 0%. This showed with some clarity that the *Daily Graphic* reported more about CSR initiatives that were Philanthropic in nature.

4.4.1 Philanthropic

Philanthropic activities relate to the extension of hand by the organisation to the community in terms of community projects and social causes. This was coded with donation, support, philanthropy and benevolence. So any paragraphs in the news stories identified to be about the CSR initiatives being undertaken in Ghana that mentions these indicators directly or is suggestive of these indicators was categorized under Philanthropic CSR theme.

The research identified that, most of the CSR initiatives reported on in the *Daily Graphic* were philanthropic in nature. This revelation is a deviation from the African CSR pyramid presented by Visser (2005). On the African CSR pyramid, Philanthropic CSR is second, however, the reportage of the *Daily Graphic* shows as per the analysis of this research that it is the commonest type of CSR intervention adopted by most organisations in executing their social responsibilities. Most of the foundations set up by the corporations to execute their social mandates were for philanthropic purposes.

Headlines like '*Citi FM Donates to Baptist School Complex and Orphanage*' and '*Melcom Ghana Foundation Donates to Four Organisations*' give an indication of the philanthropic nature of CSR initiatives engaged in by the corporations.

The following extracts are from these stories that were framed around the philanthropic theme. Putting it into percentages, Philanthropic CSR took 55.09%.

“Presenting the cheque, the Head of Corporate Affairs of the NIB, Mr Charles Wordey, who was accompanied by some staff of the bank, said the donation was the contribution of the bank towards helping the disadvantaged in society. He added that it was also in line with the social corporate responsibility of the bank to reach out to the deprived in society.” (Daily Graphic, p36; November 27, 2017)

“The Brong Ahafo Regional Manager of ASA Loans and Savings Company Limited, Mr Mohammed Khalilur Rahman, said the company was committed to using part of its profits to provide some of the basic needs of needy institutions and individuals. We have been organising free medical screening and providing drugs to those diagnosed of diseases as part of the company’s corporate social responsibility he said and called on the other corporate institutions to emulate the example”. (Daily Graphic, p23; November 30, 2017)

Fox (2004), made the argument that suggests contemporary CSR agenda is skewed by the dogma that actually limits it to voluntary activities by businesses. Visser (2005) indicates that African societies in which companies operate have high socio-economic needs and often philanthropy is an expected norm. So it is not farfetched or too out of the ordinary that the reports of the *Daily Graphic* are able to capture more philanthropic activities with the paragraphs in the news stories making more suggestions towards philanthropy for the organisations that engage in CSR.

4.4.2 Ethical

This relates to the choices the organisation makes because it considers is to be the best course of action or the right thing to do. This category was coded for using compensation, benefits, positive impact and victim support. This element of the African CSR pyramid as outlined by Visser (2005) is the last element in the Pyramid, however, this came as the second most reported on type of CSR from the analysis of the news reports by the *Daily Graphic* on CSR initiatives being undertaken by corporate organisations in Ghana.

The following excerpts give a strong suggestion on how CSR initiatives are activities that are actually the right thing to be done by the organisations that engage in them and thus should be a course of action that should be followed by other organisations. The meaning conveyed by these paragraphs is that, as the society is a source of dependency for these organisations then the organisations should in turn become a source of support for the communities as well and this to the understanding of the researcher is what is fair.

“Asantehene Otumfuo Osei Tutu II has urged corporate organisations to generously compensate communities in which they operate from the profits they make to enable them develop. He said they should do this through their corporate social activities so that the communities would benefit directly from the profits the companies make.” (Daily Graphic, p23; September 29, 2017)

“The chairman for the CYP team, Mr. Ato Cobbah expressed gratitude to the management of Cosmo Seafoods for the support saying the company’s commitment and unrelenting efforts in ensuring sustainable and better society for its customers was unparalleled” (Daily Graphic, p56; November 15, 2017)

Wood (1991) asserts that business and society are interwoven rather than distinct entities. By this notion, the impression is that the continued existence of the business organizations is essentially linked to the continued existence of the society and thus if the business organizations wish to continue operating within the society then they must feel and act on the ethical obligation to support the society. This is reflected in the above quotes.

Other excerpts that conveyed meaning to the effect of the CSR initiative being Ethical in nature are captured below.

“At the forefront of the drive to educate people on the dangers of consuming alcohol while pregnant or preparing for it is Accra Brewery Limited (ABL) a company committed to ensuring every experience with alcohol is a positive one” (Daily Graphic p12; September 2017)

“This school is more or less our school. We have been neighbours for so long. So when the idea came up that we should select on public school to support, we could not have passed this school by and go to other schools. It was just natural that we help our neighbour first. We were eager to execute this canteen project because we felt it was a project that will impact directly on the health and wellbeing of school children he said.” (Daily Graphic, p7; February 8, 2017)

4.4.3 Economic

This is the basic responsibility of the firm as a socially responsible entity. As prescribed by Carroll (1991) and adapted by Visser (2005), it is any activity that promotes the economic viability of the organisation in terms of making profit and providing employment to the members of the community. This category was coded for using

indicators such as employment, profit, shareholder value, tax payment, marketing, human capital development and investment.

The World Business Council for Sustainable Development (WBCSD, 1999) proposes a definition for CSR as the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large. The vision of any business concern is to continue in existence into perpetuity and all its activities thus should be geared to meeting that end. Socially responsible action for a business enterprise is that course that enables the enterprise to function as a dynamic resource converter on a continuing basis (Newman et al., 1985). It remains true then that activities such as CSR initiatives will be done with the intention of achieving economic viability for the organisation so it can continue in business. From the analysis, it was evident that the efforts of the organisations that engage in CSR activities were not only for philanthropic and ethical reasons but for the basic concern of any business which is to survive and continue in existence into the unknown future.

“At a short ceremony at the Flagstaff House where a dummy cheque was handed over, the Managing Director (MD) of OmniBank, Mr Philip Oti Mensah, said the bank was proud to support the celebration and to showcase to the public that OmniBank embraced the idea of mobilising for the future. We embrace the theme for the Ghana at 60 celebration ‘Mobilising for Ghana’s future’ which is in line with the bank’s mission of mobilising deposits and growing further with our strategy to acquire one million customer accounts and reach Three Billion Cedis in deposits by 2020 he stated” (Daily Graphic, p45; April 20, 2017)

“Out of a workforce of 2,538, about 40 per cent are from Ahafo Mine’s 10 host communities. The Apprenticeship programme that was instituted to provide employable skills in mining related disciplines for local community youth has trained 130 people, out of which 96 have been employed by Newmont and its business partners” (Daily Graphic, p20; August 3, 2017)

The country Representative for Green Drink Ghana, Mr Georgios Vogiatzakis, said in an attempt to create jobs for Ghanaians, the company decided to invest in the country by setting up businesses. (Daily Graphic, p44; August 25, 2017)

Visser (2005) thinks that it is no surprise that the economic contribution of companies in Africa is highly prized, by governments and communities alike. Industrialization is good for developing economies like that of Ghana and thus the existence of stable businesses especially, ones considered to be socially responsible, will definitely get mention in a national daily like the *Daily Graphic*. The results of the analysis provide the evidence to this. Even though according to Visser’s revised African model of CSR, the economic reasoning for CSR is first, it comes in third (14.83%) behind philanthropic and ethical per the analysis of this research. This may be because over time since Visser proposed the African Pyramid, the business landscape and the social thinking of business organisations have changed and this could be responsible for the representation seen in the news reports of the *Daily Graphic*. It can be presumed that the attention has shifted from doing CSR which has the basic intent of just maximizing shareholder worth, through increased profits as a result of that CSR initiative, to actually serving the needs of the members of

society for its own sake and not for profits even if that action does increase goodwill for the organisation which translates into profits.

4.4.4 Legal

Legal encompasses the activities of the firm to conform to the laws of the country or community it is established. The researcher used royalty payments, government policy, legislation, labour laws, regulations, enforcement and compliance as the indicators for coding this category.

The analysis revealed that none of the stories reported by the *Daily Graphic* had frames within them that were around legal type of CSR. In other words, the CSR initiatives captured were not informed by legal reasons. The organisations were not acting out of some legal compulsion when they initiated action towards being socially responsible entities. The news stories did not discuss anything concerning government policy or any other thing that puts a legal burden on the organisation to do CSR. In a statement of assertion, Visser (2005) suggests that in Africa, the priority placed on legal responsibilities in developed countries is lower. This statement seems to hold true based on the findings revealed by the study.

In the thinking of Visser (2005), the absence of any form of legally inclined CSR initiatives in Africa, does not necessarily mean that companies flaunt the law, but it is far less of a pressure for good conduct. This is true looking at how much ethical CSR initiatives that have been identified to have been reported about. Whiles Visser's Africa CSR pyramid had the legal element coming before ethical CSR, the revelation from this study is that the corporate organisations and entities take up CSR with an ethical concern.

Invariably instead of waiting to be compelled by the law to act socially responsible according to the law, the corporations chose to voluntarily do what is good in the eyes of the society by being ethical.

4.5 RQ3: What are the Dominant Frames Used to Represent CSR Initiatives in the *Daily Graphic*?

The third research question sought to investigate how the *Daily Graphic* created textual meaning as it reported on the CSR activities of Ghanaian Corporations. There are ways news topics or events are describe in a bid to influence attitudes and behaviours of audiences, the concepts in a message are applied in a way which connects with what is in the minds of the audiences (Zhou & Moy, 2007; Scheufele, 1999). The assertion of Entman (1993) is that, to frame is to give much importance, emphasis, and prominence to an aspect of a story to the neglect of the other aspects of that same story. Based on this assertion of Entman (1993), the research relied on a list of eleven framing mechanism or focal points suggested by Tankard (2001) for identifying and measuring news frames which include headlines, subheads, photos, photo captions, leads, source selection, quotes selection, pull quotes, logos, statistics and charts, and concluding statements and paragraphs. The researcher closely considered the eleven items by Tankard (2001) as a means to effectively analyse and identify the frames in which CSR initiatives were presented in the publications of the *Daily Graphic*.

Paragraphs were the units of analysis for deriving the dominant themes and the paragraphs were operationalised to include headlines and leads. Although each paragraph presents one or more indicators for the themes, there were instances where a paragraph or more discussed the same issue or indicator, so in taking care of these overlaps, recurring

indicators or issues from each story were coded as one irrespective of the number of paragraphs.

A set of five frames: three dominant and two minor frames were identified. From the investigations, evidence from the data showed the kinds of dominant frames used in representing the CSR initiative stories in the *Daily Graphic* are *poverty*, *health and environment* and *education*, *Economic development*, and *stakeholder* were the minor frames identified from the analysis. These themes are presented below in a frequency distribution table.

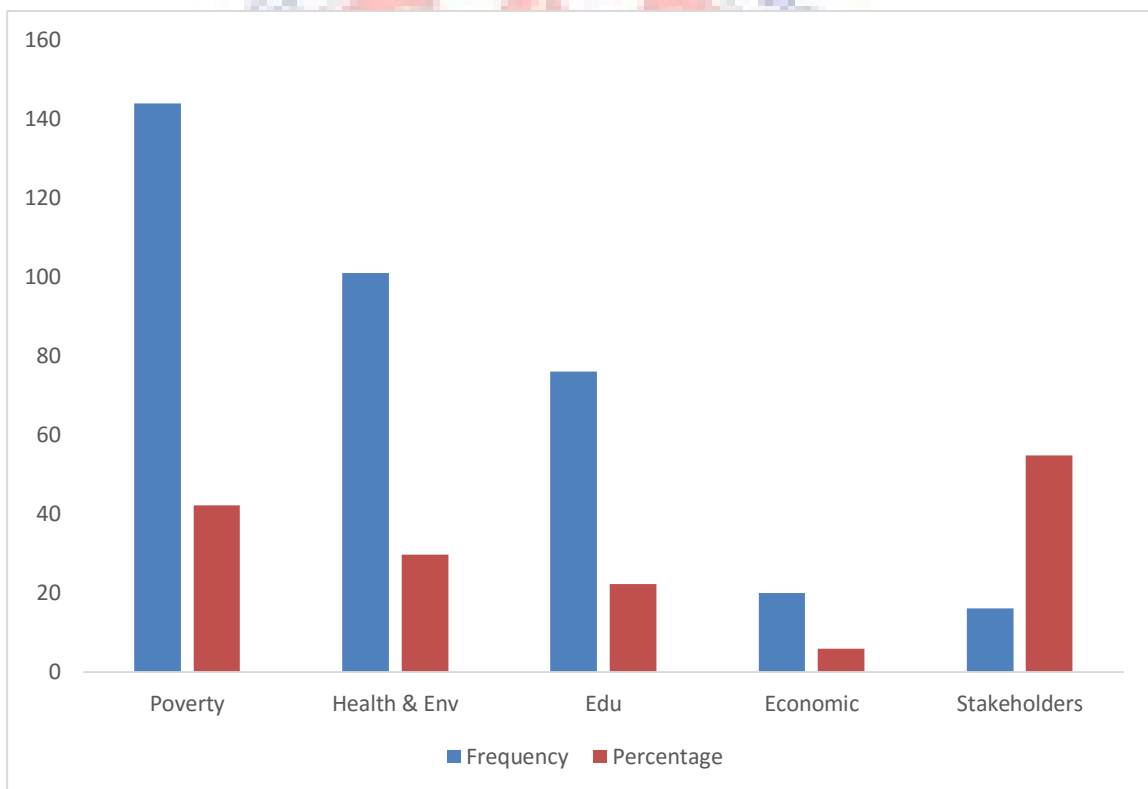
Table 7: Frequency and Percentage Distribution of Dominant Frames

Months	Poverty		Health & Env		Edu		Economic		Stakeholders		Total	Total
Jan	10	2.93%	9	2.64%	7	2.05%	2	0.59%	1	3.57%	28	8.21%
Feb	12	3.52%	8	2.35%	6	1.76%	2	0.59%	2	7.14%	28	8.21%
Mar	11	3.23%	7	2.05%	6	1.76%	3	0.88%	0	0.00%	27	7.92%
Apr	16	4.69%	8	2.35%	7	2.05%	1	0.29%	3	9.38%	32	9.38%
May	9	2.64%	7	2.05%	4	1.17%	2	0.59%	0	0.00%	22	6.45%
Jun	15	4.40%	9	2.64%	5	1.47%	2	0.59%	1	3.23%	31	9.09%
Jul	11	3.23%	11	3.23%	8	2.35%	2	0.59%	2	6.25%	32	9.38%
Aug	10	2.93%	8	2.35%	7	2.05%	1	0.29%	1	3.85%	26	7.62%
Sept	11	3.23%	6	1.76%	9	2.64%	0	0.00%	2	7.69%	26	7.62%
Oct	13	3.81%	9	2.64%	6	1.76%	0	0.00%	2	7.14%	28	8.21%
Nov	11	3.23%	10	2.93%	6	1.76%	3	0.88%	1	3.33%	30	8.80%
Dec	15	4.40%	9	2.64%	5	1.47%	2	0.59%	1	3.23%	31	9.09%
TOTAL	144	42.23%	101	29.62%	76	22.29%	20	5.87%	16	54.81%	341	100.00%

Source: Researcher's Field data, 2017

In table 6 (above), the frequency of occurrence of each frame identified from the analysis of 129 *Daily Graphic* news articles covering CSR initiatives being carried out in Ghana. The frequencies show how many times the indicators of each theme appeared in the paragraphs of all the news articles analysed on a monthly basis with a total figure each theme for the period of study. The total figures helped to identify the most occurring theme which is tagged as the most dominant theme. Out of the themes identified, the theme of poverty was most dominant and the theme which had a frequency of less than twenty (20) indicators was the stakeholder theme.

Figure 6: Representation of Dominant Frames Used to Represent CSR Initiatives



Source: Researcher's Field data, 2017

4.5.1 *Poverty*

The poverty theme came out of coding as an umbrella for terms such as marginalized, vulnerable, poor living conditions, needy members of society, destitution, and benevolence.

This theme is the major frame which was employed by the *Daily Graphic* to represent the idea of what CSR means or what CSR stands for. Looking at the percentage it takes out of the paragraphs analysed, it would be easy for the audience of the newspaper, with repeated encounter of the frame in the CSR news stories, to effectively start to think of CSR as any activity by business organisations to mitigate or alleviate poverty.

Below are some excerpts that give voice to the frame of poverty in the reportage of the *Daily Graphic* on CSR initiatives.

“He said Melcom being a socially responsible corporate organisation, believed in affecting the lives of the vulnerable in society positively hence the donation to the four institutions. At Melcom, we stand by our commitment to support the needy in society and we will continue to offer a helping hand for as long as there is the need to do so” (Daily Graphic p44 September 25, 2017)

“The chief executive officer of the hospital, Mr Kwesi Nkansa, said the management chose a rural setting to enable the rural folk, who could not afford high medical bills, to benefit.” (Daily Graphic, p44; September 26, 2017)

“Mrs Nduom said the beneficiaries were chosen from among bright, needy students with financial challenges, explaining that many students gained admission to various (SHSs) but were not able to pursue their secondary

education because of financial constraints.” (Daily Graphic, p28; September 05, 2017)

“Rev. Fr Prof. Afful-Broni said the university continued to offer financial support to needy students through various schemes such as the Vice Chancellor’s Scholarship for needy students.” (Daily Graphic, p44; November 1, 2017)

It is noticeable that the focus of many CSR activities in Ghana is to help the poor and needy as is exemplified in the above quoted paragraphs. The organisations as per analysis are working from an assumed position that their responsibility to society is to save the destitute members of the society from the claws of poverty or at least mitigate the impact of poverty in the society.

4.5.2 Health and Environment

The researcher worked around sub themes such as poor health, health screening, hygiene, medical treatment, food and nutrition, sanitation, environmental impact and emissions to code for this theme.

“We are aware that inaccessibility to potable water, health and sanitation services is hazardous to our health. Poor health undermines our ability to work and also attend school, thereby perpetuating the cycle of poverty he said.” (Daily Graphicp23; September 06, 2017)

This quote above makes a link between poverty and health making a suggestion that as CSR initiatives tackle issues related to health, they, consequently, are resolving the issue of poverty. This indicates the alignment of the *Daily Graphic* towards the mindset that

CSR initiatives are only good for dealing with conditions of the poor and socially disadvantaged thereby reinforcing the Philanthropic appeal of CSR.

The prevention of diseases was another discussion point of the frames identified. The reports indicate that the organisations engaging in CSR initiatives assume that their social responsibilities extend to making sure that members of the society are bereft of sickness and diseases and upon achievement of that they will be satisfied of their efforts of being socially responsible. Below are some extracts to this effect.

“A member of the board of trustees of the foundation, Reverend Dr. Nii Amoo Darko said the borehole facility was under the foundation’s water for life project aimed at helping to reduce the incidence of diseases.” (Daily Graphic23; September 06, 2017)

Inaugurating the project, the general secretary of the Kristo Asafo Mission, Lawyer Festus Owusu Badu, who represented Apostole Dr Ing. Safo, highlighted the importance of the prevention of diseases. (Daily Graphic44; September 08, 2017)

The reports, of the *Daily Graphic*, also indicate a commitment of the organisations engaging in CSR activities to making sure the environment was safe and thus their initiatives which were geared towards achieving this end were an opportunity to educate their beneficiaries of the need to keep away from pollution and keep the environment safe for themselves.

“The acting Central Regional Director of the Community Water and Sanitation Agency, Mr Henry Asangbah, said the cost of treating polluted water was very expensive, that was why everyone should be involved in ensuring that the water

bodies in the country were not polluted. Water is life and if the current rate of pollution of our water bodies is allowed to go on, many people will die. He said.”

(Daily Graphicp23; April 10, 2017)

4.5.3 Education

The theme of education came out of a cluster of sub themes and indicators including school building, donation of books, learning kits or tools, scholarship, training, academics classroom units and library.

Education came out as the third major theme (21.29%) used in framing the CSR initiatives by organisations in the *Daily Graphic* is education and the following excerpts are some of the many paragraphs within which education was framed.

“She said the scholarship would help the students concentrate better on their studies and give their best in their academic work” (Daily Graphicp28; September 05, 2017)

“One hundred and twenty-five students have become beneficiaries of the HESS Ghana Exploration (HESS) – Ghana National Petroleum Corporation (GNPC) Scholarship Programme to enable them to further their education at the senior high school level.” (Daily Graphicp23; September 13, 2017)

It is notable that, as seen in the excerpts above, scholarships is most often mentioned in the paragraphs when education is being discussed under the stories on CSR initiatives.

Mrs Owusu-Boateng praised the proprietors for their contribution to the education in the country and encouraged them to take advantage of the company’s products and services available under the education finance

programme to expand their school infrastructure. (Daily Graphicp44, August 09, 2017)

To most Ghanaians education is important and it reflects in the reportage of the *Daily Graphic* on the CSR initiatives being carried out in the country. Successive governments have had education of their agenda not only for it to be quality but to also make it free and accessible to all children of school going age. In such vein corporate organisations have made it their business to also support the educational system of Ghana through their corporate social activities. This is seen in the provision of classroom blocks, libraries and scholarships among other incentives to promote education in Ghana. The *Daily Graphic* fairly frames this within its pages as it reports on the CSR activities of organisations. There has been sufficient mention by the *Daily Graphic* of educational initiatives of corporations in the area of CSR for the idea to be communicated that CSR is synonymous to supporting education. This of course will drive other organisations making entry into the world of CSR in the country to consider taking up educational projects. Also it sends the signal to members of society that any organisation that makes any contribution in any form to education within the country is a socially responsible entity.

4.5.4 Development

This theme is linked with indicators such as Ghanaian economy, human development, economic progress and infrastructure. These terms and other similar ones were used to code for the above theme.

“The cost on deposit mobilisation to rural and community banks is high in view of the operational areas of our banks. In spite of all these, we have a social duty to our communities, hence this is the second time the Kwaebibirem Rural Bank is

reconstructing the Abodom to Abaam road.” (Daily Graphicp44; September 25, 2017)

Persus Mining Company undertook to finance the water project which cost GHS 3.5 million. The deal was part of an agreement between the community and the mining company which has taken over part of the old Ayanfuri town for its production. Besides providing the community with water, the company is also resettling the people.” (Daily Graphicp23; April 10, 2017)

The occurrence of this theme as a minor theme suggests that there haven't been many CSR initiatives that were specifically intended to contribute to the general development of Ghana. Another angle could be that the *Daily Graphic* wanted create the notion through its reportage that CSR initiative are more about direct benefits to members of society.

4.5.5 Stakeholder

The second minor theme unearthed from answering the third research questions encompasses the sub themes of stakeholders, customers, investors, employees, local communities, governmental agencies and the media.

“Some residents from six coastal districts in the Western region have commended international oil companies for instituting stakeholder engagements that ensure periodic interactions among them to facilitate information sharing and promote development” (Daily Graphicp59; September 09, 2017)

“He said we have grown because we listen to our customers and we are very pleased to be in the forefront of the traceable sustainable supply chain systems

which has led to improvement in the income of our farmers and contributed to make quality of our products better.” (Daily Graphic²³; September 29, 2017)

Newmont Ghana says it is committed to dialogue with the youth in communities near its Ahafo mine to address their concerns regarding employment opportunities at the operation.” (Daily Graphic²⁰; August 3, 2017)

This theme gives the indication that CSR should be done in a participatory manner so as to give the best benefits to the intended beneficiaries. Frederick’s notion of CSR is that corporations have an obligation to constituent groups in society and these constituents are not limited to the shareholders only or members of their organisation’s worker unions (Frederick, 1997). Thus the actions of organisations to initiate some form of CRS should be one that considers all members of society that are either directly or indirectly connected to the organisation. Though, on a low scale, in the reports analysed, the *Daily Graphic* managed to show this aspect of CSR in some of the news articles on CSR initiatives.

4.6 Summary

This chapter reported on the findings of the research and also discussed the findings. The discussion covered the results of the three research questions posed by the research which were to find out the kind of coverage given CSR initiatives in the *Daily Graphic*, identify the types of CSR initiatives reported on and to know the dominant frames used by the *Daily Graphic* to report on CSR initiatives in Ghana.

Under the design of content analysis, the research employed document analysis to analyse the news stories on CSR initiatives in the *Daily Graphic* to provide answers to

the research questions. The answers were then presented using simple frequency tables and graphs to show the frequency of occurrence and the result were presented in themes in order of highest number of occurrence.

The findings showed that CSR initiatives did not enjoy prime coverage; however, there is enough content on CSR initiatives to say there has been fair coverage for these initiatives.

Out of the four types of CSR identified from Visser (2005) Africa CSR pyramid, only the legal type of CSR was not mentioned by the *Daily Graphic*. The newspaper used three dominant frames to report on the CSR initiatives being carried out in the country.



CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This is the final chapter of the research which captures the summary of the findings, analysis and the conclusions drawn from the study. The chapter also discusses the limitations of the study, and offers recommendations for researchers and users with an interest in CSR initiatives with respect to what their coverage is like and what frames were used in presenting news reports on them in the *Daily Graphic*.

5.2 Summary of Findings

The research questions were answered through a content analysis of 129 news articles on CSR and a summary of the findings are presented below in the ensuing paragraphs.

The first question posed by the research sought to examine the kind of coverage given to CSR initiatives. This particular question was answered with four indicators set by the researcher which includes: *the type of news article, the placement of the article, the size of banner or headline of the articles* and finally, *the presence and placement of pictures* as part of the news article.

From the research, it was interesting to note that all the initiatives reported on and analysed were either hard news or straight news with only one article being an Editorial piece which is only 0.8% of the total number of news articles analysed. For the placement of the news articles, the findings revealed that only a few of the initiatives (6.98%) had prominent space by being put on the prime pages of the Daily Graphic Newspaper. The rest of the news articles which formed the majority (93.02%) were given space on the

other pages. It was notable from the findings that as a matter of where the news articles were placed in the newspaper had majority of the stories with medium sized headlines. The findings revealed that the margin between the medium and the small headlines was only 11.63% as compared to the margin between the medium headlines and the large headlines which was 44.19%. One notable fact from the research was that the Daily Graphic employed the effective use of photographs in reporting the stories. Except for a countable few (90.70%), all the other stories that the Daily Graphic reported on regarding CSR initiatives came with photographs. It was observed that the photographs in the news story captured the beneficiary of the initiative, the initiator of the initiative or the corporate organization and the CSR project or item(s) being donated. In a few cases, the photograph showed only the beneficiary or the CSR initiative. The Daily Graphic notably reports on CSR initiatives every month and these stories were normally carried on the pages dedicated to business news, regional news, education and gender news. This, the research realised was because of the nature or type of CSR initiatives that were reported on.

When a newspaper like the Daily Graphic, with nationwide coverage, is able to give more space and representation to the CSR activities that are carried out in the nation, it gives a certain validation to the corporate bodies that engage in CSR as socially responsible entities. It further creates a new picture in the minds of the consumers of the news contents of the Daily Graphic, of what stakeholders should expect of corporate bodies that exist around them in the society and what their obligations should be to the society and citizenry.

In answering the research question two, which sought to answer what type of CSR initiatives were covered and reported on by the Daily Graphic, it was revealed that all the types of CSR as outlined in Visser's Revised CSR pyramid were identified to have been reported on by the Daily Graphic. It was noted, however, that the philanthropic type of CSR initiatives dominated which did not exactly align with what Visser identified. Even though it is placed second on the level in the Africa CSR pyramid, it was the most reported upon in the Daily based on the data collected by the research. The legal type however remained the one with the least attention.

Again on the research question three, the research identified six (3) major themes as the dominant frames within which the Daily Graphic puts the CSR initiatives that it reports on. These are the *poverty frame*, the *education frame*, the *health and environment frame*, the *development frame*, and the *stakeholder frame*. The themes are in the order of most dominant to least dominant. The research showed that most of the CSR initiatives were represented as a means of alleviating poverty through giving relief items to the needy and socially disadvantaged. Then, the Education frame which suggests that corporate social responsibility was stirred around providing educational scholarships or building libraries and donating books. This frame is a reflection of the notion that the beneficiaries of CSR initiatives are relatively poor and helpless. Following closely is the Health and environment frame where it was realised that most of the facts stated about the initiatives were with regards to donations to hospitals and free health screenings.

The newspaper was also suggestive that CSR should be about developmental projects that promote economic development within the country by organizations stepping up to support government to provide social and economic infrastructure for the communities

they exist in. the findings also revealed that the Daily Graphic reports on the CSR initiatives presented a frame in which CSR can be understood as an activity that should consider the diverse stakeholder environment of the participating corporations especially those in the immediate quarters of the organization. There were other frames that did not have enough indicators to be put as a major theme but together make up a noticeable percent. These include topics like policy, social contract and a couple others. These topics the research identified were equally important to the whole concept of CSR

5.3 Conclusions

The research concludes that the *Daily Graphic*'s coverage did not give prominence to the CSR initiatives. This leaves a certain doubt from the research that the Daily Graphic has not gained the value perspective it needs of the CSR initiatives that it reports on and until that happens, CSR initiatives will always be relegated to the other pages especially if they do not meet the internal editing policy of the newspaper. For a national daily which reports on everything news in the country, daily graphic has managed the level of coverage needed to put information out there about the ongoing CSR activities in Ghana.

The second conclusion based on the data gathered from this research is that the Daily Graphic reported on philanthropic CSR, as well as ethical and economic types of CSR. Basically there was no mention of government policy or laws requiring corporate entities to engage in CSR except a few organisations that have from the findings set it as a permanent part of their philanthropic budget. Specifically, the Daily graphic has not been able to show all the various types of CSR that goes on in Ghana.

Finally, the *Daily Graphic*, in reporting on CSR initiatives being carried on in the country employed the major use of poverty, health and environment, education, economic, and stakeholder frames to create meaning for the concept of Corporate Social Responsibility. And for a growing African economy like Ghana, this trend reveals corporations are making meaning of their existence as socially responsible members of society by taking up the initiative to contribute to the welfare of the society as revealed through this study is a step in the right direction.

5.4 Limitations

Completing this research has not been without challenges but all those notwithstanding, the credibility of the findings have not, in any way, been undermined.

The first notable limitation of the study is the use of only one newspaper for the study even though the data collected sufficed for the results that were attained. The researcher relied on the University of Education, Winneba's library to obtain sample elements for the research but the site posed a challenge of having only current copies of the Daily Graphic as at the time of data collection when indeed the researcher hoped to get copies of the Business and Financial times as well. The library had stopped receiving copies of the Business and Financial Times and as such the research had to rely solely on the Daily Graphic.

The second limitation of the study was funding. The researcher did not have enough financial resources to be able to make trips to other sites apart from the University of Education, Winneba library to gather data. The annual student research grant which the

researcher relied on to be paid by government never came through and thus hindered the speed of this research.

The research relied solely on the data collected from the Daily Graphic to make analysis and did not interview the editorial staff of the Daily Graphic to understand their reasons and motivations for covering the CSR initiatives the way they did and also to offer their perspective on the frames identified in their reportage by the research.

5.5 Suggestions for Further Studies

This research suggests that in subsequent studies on framing of CSR initiatives by the media, more than one newspaper should be studied and one or more of those newspapers should be a business newspaper. As well, researchers can look at other forms of media besides newspapers. Subsequent researches can employ triangulation or mixed method approach to get either the audience perspectives or the media house's perspective or both, together with the frames identified from content analysing the media. Future studies can also look at the online frames that these CSR initiatives have with regards to intentional communication by the initiative organisations on all inline spaces including social media.

5.6 Recommendations

From what the findings of this research has revealed, the following recommendations are being made. Policy makers should make it compulsory for all profit making corporate institutions to dedicate a percentage of their profit after tax to Corporate Social Responsibility and regulators should ensure the organisations adhere to it. Corporate institutions that engage in CSR should make it a point to go beyond Philanthropic and Economic types of CSR and do more of Ethical CSR. The Daily Graphic and other

newspapers should produce Feature articles and Editorials on CSR initiatives instead of just reporting them as straight news. Stakeholders should take more interest in the CSR activities of corporate institutions and engage them more actively instead of waiting with outstretched arms to receive only what the organisations think is what they deserve.



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