POLITICAL COMMUNICATION AND GHANA’S DEMOCRATIC DEVELOPMENT

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ABSTRACT

This article examines the role and dangers of political communication on Ghana’s democratic development. While it contends that communication effectively carried through and anchored on the images of candidates, parties and policies are necessary concomitants towards the enhancement of the country’s democracy, it acknowledges that political communication based on a stream of invective, tribal and ethnic incitement, as well as the use of vitriolic language, vendetta and vilifications of individuals in the political discourse is inimical to the development of Ghana’s fledgling democracy. It examines these issues in the light of utterances by politicians and political activists and how these utterances influence the behaviour of their followers, and the role of the media in the political communication process both as transmitters and originators of political communication, and as senders or interpreters of political communication. It also discusses the main purpose of political communication, thus, to persuade the audiences and how the recent stream of political communication actually affects the attitudes of these audiences.

Keywords: Political Communication, Democracy, Development, Media, Ghana.