

FROM CEREMONIAL TO SOCIAL INTERVENTIONISM: AN EXAMINATION OF MEDIA COVERAGE OF GHANA'S SECOND LADY, SAMIRA BAWUMIA

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Abstract

This research analyzed media framing of Ghana's second lady, Samira Bawumia. Although the office and stature of the second lady has evolved over time, there is a clear paucity of literature investigating how such a high-profile personality has been covered in the media. A media framing analysis of news reports revealed six frames in the coverage of the second lady. These include spousal frame, which was the most predominant, followed by the social intervention frame, the political frame, policy frame, ceremonial frame and fashion frame. The tone of coverage was largely positive while thematic frames dominated as compared to episodic frames. A significant finding from the study was that the media ignored divergent sources with experts and civil society minimally sourced stories while non-sourced stories were prevalent. This study demonstrates that while media coverage is improving in terms of the tone and direction of coverage for high profile female personalities, more needs to be done in terms of training and capacity building to improve the nature of gender-based reportage.

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Introduction

It is now increasingly apparent that both first and second ladies play an important role in modern politics. This occurs either during election campaigns or when an administration takes office. Although the central roles in governance are assigned to the president and his vice president, presidential and vice-presidential spouses have, overtime, become increasingly visible and active within the public domain.

In Ghana, for instance, second ladies have over time become increasingly active in public life, taking on certain initiatives and further raising the profile of the position. MacManus and Quecan (2008) allude to the fact that spouses of the President and Vice President have become “an integral” (p.337) part of the political process. This has come with increased media attention and coverage. According to Burns (2004), the “news media is one social institution that helps shape gender norms and roles” (p.29). Media framing of high-profile figures such as the spouses of the Vice President or President is important because it often represents them as models of womanhood, representations of feminine roles and the social norms that constitute the culture of particular societies.

The purpose of this research is to examine how the media covered Ghana's second lady, Samira Bawumia. Samira Bawumia has been an active and very visible second lady engaging in several traditional roles while taking up initiatives of her own. She has also been the subject of intense or widespread media coverage therefore generating a research opportunity for interrogating how such high-profile female personalities are covered. Given the concerns raised by media scholars regarding the stereotypical coverage of female public figures or women in general, a systematic examination of the office of the second lady deserves serious scholarly attention.

Presidential and vice-presidential spouses play several significant roles. Past scholars have noted that political spouses, including second ladies, generally perform both private and

public roles. The private roles include family/spousal support, advisory and behind the scenes issue advocacy; while the public roles include ceremonial, campaigning and public issue advocacy (Assendelft & Nye, 1998; Osei Fordjour, 2021). In the contemporary era, second ladies wield both political and social influence. The stature of the “second spouse has also grown in recognition and stature” (Shogan, 2021, p.1). The high-profile nature of the second ladies’ position and the glamour that accompanies it attracts considerable media attention. According to Beasley (2005), what such high-profile spouses “say and do, as interpreted by journalists, frames public perception...” (p.6) of their roles and overall image. Previous research shows the existence of gender-bias through gender stereotyping when it comes to reportage involving women.

The principal focus of this research is to find out the major frames used in covering Ghana’s second lady, Samira Bawumia. A qualitative approach and descriptive statistics was used to comprehensively analyse and examine the narratives in an in-depth manner while accounting for context in order to deepen understanding.

This research will contribute to knowledge on the reportage of high-profile political spouses, particularly the position of the second lady, which although elevated or expanded in stature, has not seen corresponding academic scrutiny. This study not only fills an important gap in academic literature as it constitutes one of the earliest studies of media representation of the position of second ladies in Ghana, but also further contributes to the literature on framing and coverage of female public figures by using media from a less studied jurisdiction thereby expanding knowledge on spousal political framing and leadership.

Samira Bawumia

Samira Bawumia is the second lady of the Republic of Ghana. She is married to Vice President Alhaji Dr Mahamudu Bawumia. She has been the second lady since January 2016 when her husband was sworn in as Vice President to President Nana Akufo-Addo. Dr Bawumia and Nana Akufo-Addo won the 2020 elections and were sworn in for a second term in January 2021. Her Excellency, Samira Bawumia was born on 20th August 1980. She had her senior high school education at both Akosombo International School and Mfantseman Girls’ Secondary School in the Central Region. She graduated with a BA Social Science degree in Law and Sociology from the Kwame Nkrumah University of Science and Technology (KNUST) in Ghana’s second major

city, Kumasi. She has a MBA degree from the Ghana Institute of Management and Public Administration where she was adjudged the best student.

Right from the campaign stump to presidency, Mrs. Bawumia has been a vocal, active and dignified second lady who has maintained a public profile. With her enthusiasm for educational and social projects, Mrs. Bawumia is a highly popular second lady. She has performed several traditional spousal roles, such as accompanying the Vice President to important events and being guest speaker at several functions but has also carved a niche for herself as promoting literacy and education, especially among young people. She has participated in several international events as guest speaker, such as the Annual Conference of Yale undergraduate Association for African Peace and Development where she spoke on women and government, the Family Planning Summit in the United Kingdom at the invitation of UK Department for International Development, and the International Conference for Human Trafficking in Mumbai, India.

One of the biggest initiatives that Samira Bawumia is noted for nationally and internationally is the Samira Bawumia Literature Prize to help promote writing while supporting young Ghanaian writers. The literature prize is an annual literary competition for young Ghanaians in the following categories: short fiction, poetry and non-fiction prose. The first edition received thousands of entries with 30 finalists. An anthology from winning entries has been published titled "All Ghana's stage". Samira Bawumia is also passionate about social and humanitarian causes. In 2019, she was honoured by Sustainable Energy for All (SEforAll) in recognition of her efforts towards attaining the United Nations Sustainable Development Goal (SDG) 7, which focuses on ensuring access to modern, reliable, renewable and affordable energy for all by 2030.

Mrs Bawumia is the founder and leader of the Samira Empowerment and Humanitarian Projects (SEHP) initiative, a not-for-profit organisation established to address the concerns of the poor and needy in society. She is particularly passionate about women's rights, health and child education.

Framing, Political Spouses and Media Coverage

The office of the second lady has generated much attention even as the profile and activities of the office have expanded. The issue at the heart of this study is how a high-profile political spouse such as the second lady has been represented, covered or “framed” in the news media. Winfield (1997), in her study of political spouse coverage, asserts that framing, as most scholars agree, refers to patters of “selection, emphasis and interpretation which shape the news” (p.166). This is supported by other scholars such as Gitlin (1980) and Entman (1993) who highlight the importance of what is foregrounded in media texts, emphasised, excluded and the patterns of presentation as key aspects of framing. Given that the news media constitutes one of the most central and influential institutions in society, it is worth studying how the media covers a major public figure such as the second lady since the media shapes the world and public through the language, symbols, meanings and issues that they emphasise in their coverage. Frames, as the very least, have the power to construct social reality and contribute to a body of knowledge.

In conducting the literature review for this study, one point of note or challenge must be stated. There are currently limited studies on second ladies in Ghana and Africa. On a global level the literature is sparse with most combining any such study with that of the first ladies. Other available studies simply look at political spouses at the state of level but even those are few and far between, with those in Africa being practically non-existent. Clearly, the unelected position of second lady has evolved and grown including within Ghana's well credited democracy, information on this office is scant. This provides clear justification for systematic research, especially considering the often-discussed paucity of research when it comes to female public figures. However, it presents some practical challenges regarding the level of available literature. In conducting this literature review the theoretical framework of framing is drawn upon since it directly addresses issues of representation and constructions within the media space. Previous studies of frames used to represent presidential spouses are drawn upon considering the historically marginalised and under-representation of women within the public space. Thus, in important respects, this study hopes to make a useful scholarly contribution to an often-neglected area through the use of a well-established theory, namely media framing.

Previous research has enhanced our understanding of framing. According to Fairhurst and Sarr (1996), to “...hold the frame of a subject is to choose one particular meaning (or set of

meanings) over another” (p. 3). For Entman (1993), “to frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and / or treatment recommendation” (p. 52). Tankard defines framing as “a central organising idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion and elaboration” (Tankard, 2003, p. 100). Reese’s (2007) view on framing is also relevant to this study. For him, framing involves the ability to “group, categories and thematise texts in order to get to the heart of issues being discussed and to make for easier understanding” (p. 7).

Frames help to “organise everyday reality” (Tuchman, 1978, p.2) and offer social narratives through the choice of words, phrases and other symbolic devices in the construction of media messages (Sikanku, 2020; Fordjour & Sikanku, 2022). Other framing devices include metaphors, catch phrases, stock-phrases, quotes, labels, storylines, depiction and jargon (Gamson & Modigliani, 1989; Pan & Kosicki, 1993; Fairhurst, 1993; Fairhurst & Sarr, 1996; Sikanku, 2013). Entman (1993) writes that frames are manifested “by the presence or absence of certain keywords, stock phrases, stereotyped images, sources of information and sentences which provide a thematically reinforcing clusters of facts or judgments” (p. 52).

When it comes to the framing of high-profile female spouses such as the Second Lady, Winfield (1997) writes that “frames structure how journalists cover women...in public life, and function as the story pegs around which the narrative flows. The conventions which are adopted by the press tell us much about expectations for women’s roles in public life” (p. 166). One of the major contributions of this study is thus to unearth these frames and learn more about social narratives surrounding the roles, activities and depiction of women in public life by examining representations of Ghana’s second lady.

The existing body of research concerning the framing of presidential spouses and other political spouses has yielded varied results. Winfield (1997) identified four major categories of frames in this regard: the escort role, the protocol role, the noblesse oblige and the policy role. The escort role is related to the first lady accompanying the president to functions and not independently. The protocol role was related to coverage of her fashion styles and her social, ceremonial and diplomatic related events. The noblesse oblige role covered her charitable and

humanitarian works, while her policy roles covered any forays into developing and promoting a public policy document or issue.

Scharrer and Bissell (2000) examined media coverage of first ladies Nancy Reagan, Barbara Bush and Hillary Clinton in the New York Times and Washington Post. The study found that the more politically active a first lady was, the more negative the coverage, even though the photographic coverage was less stereotypical. The study also found that media coverage depicted first ladies in non-traditional politically active roles such as drivers of policy. Ibroscheva (2013) textually analysed media coverage of first ladies of some countries involved in the Arab Spring such as Egypt and Tunisia further extending studies of first ladies. The research found that western media focused more on the royalty and glorification of the first ladies as symbols of change, promise and modernity. However, these representations were frames within western definitions of progress and elegance while recasting the involvement of first ladies as a westernising process further re-enforcing the Arab-western hegemonic dichotomy.

Ling and Berkowitz's (2018) research on media depiction of first ladies has contributed to further understandings of media coverage by drawing on the element of collective memory of what a first lady should be in reportage. This collective memory is often gendered and tied to traditional expectations of what women are expected to do in society and at home. Because the media is a major source of information for most people, it becomes the key aspect of public education and framing of the work and role of women, first ladies and political spouses. The media therefore provides the frames of references for evaluation measuring or considering what the role of high-profile spouses such as the second lady should be. The study found that western media relied on western typification of the first lady and western values to report on the Chinese first lady. The major themes unearthed were that of a fashionable first lady, complimentary role as a political wife, devoted to social causes and espousing modern western connections.

When it comes to the African terrain, Van Wyk (2017) provides the most related study yet of first ladies by examining the role and representations of first ladies in Southern Africa. Compared to studies from the western world, while some of the roles were similar one of the most distinct differences when it came to Africa was that presidential spouses played a deeper role in advocating for development generally and the sustainable development goals to be specific and more particularly anti HVI/AIDS programmes. This was attributed to Africa's developing

status within world politics. In some cases, such as in Zimbabwe, the spouses were also seen as undermining accountable governance. The functions and representations were grouped or thematised into the following: spousal and motherly, ceremonial, political, policy, diplomatic and socially conscious.

Methodology

Across the landscape of media and communication research, content analysis has been used as a dominant means of analysing media coverage. This involves the social scientific analysis of communication or media messages in a systematic manner (Kerlinger, 2000; Kepplinger, 1989). According to Krippendorff (2012), content analysis helps to make “replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use” (p. 24). To make meaning of representations of the second lady, framing was used as the theoretical entry point into the data by adopting and modifying previous frames that have emerged from the coverage of high-profile female spouses. The steps in content analysis, as set forth by Wimmer and Dominick (2006), include formulating the research question, defining the population, selecting an appropriate sample, selecting the unit of analysis, determination of categories, data measurement, training of coders, coding, data analysis and drawing conclusions.

Population, Unit of Analysis, Determination of Categories and Measures

The articles for this study included all stories published in six leading media organisations in Ghana: *Citi FM, Joy FM, Peace FM, Adom FM, Daily Guide and Daily Graphic*. The time period for the study spanned the period 2017 to 2022 and all stories were derived from this period. In this regard, no sampling was needed as all the stories from the stated period were used.

The unit of analysis for this study was the full individual articles or news stories that were related to Samira Bawumia under the period of study. The following descriptive categories were coded: date of story, major frames, source of story, type of frame, gender of source, gender of writer, tone of story and the topic subject matter. The date referred to the exact date the story was published.

To construct the framing categories, this study relied on previous research on examining high profile female political spouses and the framing literature on presidential spouses

particularly the work of Van Wyk (2017) and Winfield (1997). These were adopted and modified. The final frame categories include spousal and motherly; ceremonial, fashion and looks; political, intellect, knowledge; and policy and socially conscious. The spousal and motherly frame refers to depictions of the second lady mainly as the wife of the Vice President, her portrayal as escorting the Vice President and such roles not related to her independent function but mostly as a mother or wife.

The ceremonial role refers to portrayals of the second lady due to her performance as a national role model by virtue of her position as second lady mostly in hosting dinners or receiving certain officials at ceremonial events. The fashion and looks frame refer to the often referred to frame of new stories focusing on the physical attributes, dressing and fashion sense of female public figures and in this case the second lady. The political frame refers to depictions of the second lady in purely partisan and highly politically related activities. The frame on intellect, knowledge and policy describes representations of the second lady in purely substantive terms of roles related to formulation of public policy programs, issue formulation and development. The last frame, socially conscious, is in reference to her humanitarian work, social advocacy and leadership role.

Research on framing has shown the importance of sources as they supply quotes and other important information that contribute to the framing process. This research therefore examines the nature of new sources in the reportage on the second lady. Sources may add diverse viewpoints, reduce stereotypes or contribute to the, provide unbiased and substantive knowledge on issues, which all contribute to the credibility of news (Dimitrova & Stromback, 2011; Sikanku, 2020; Sikanku, 2019). The source categories include the following quotes attributable to the second lady herself sourced as “Second lady’s quote”, government official, opposition parties, expert 1 referring to academics, expert 2, referring to civil society and other experts, media source, religious sources, tradition leaders or sources, corporate organisations. Inter-coder reliability for the study stood at 0.97 percent using the widely applied (Dimitrova and Stromback, 2009) Holsti’s formula across all variables ($\text{Holsti} = 2A / (N1 + N2) \text{ PA}$). To be specific, the formula that was used to calculate reliability: $\text{Holsti formula} = 2A / (N1 + N2) \text{ PA}$).

Results and Discussion

Results and analysis from the content-analytic exercise are presented in Table 1. The data was collected over a six-year period spanning 2017 to 2022. Samira Bawumia became second lady in 2017 after the elections of December 2016. The media organisations used included: *Citi FM*, *Joy FM*, *Peace FM*, *Adom FM*, *Daily Guide* and *Daily Graphic*. These are the leading newspapers for radio (both English and the local language Twi), private and government owned newspapers.

Mrs Bawumia received the highest media coverage in 2021. This is possibly because by this time she had settled into her role and had begun taking on more initiatives or receiving heightened attention from the media.

Table 1: Title

Year	Frequency	Percent
2017	36	14.3
2018	50	19.9
2019	36	14.3
2020	54	21.5
2021	70	27.9
2022	4	2.0
Total	250	100.0

Table 2 shows the distribution of articles across the various media organisations. The station with the highest media coverage overall was CITI FM, followed by Daily Graphic and Daily Guide. Citi FM has been known for its progressive credentials, and it is therefore not surprising to see it being at the top. The breakdown for the rest of the frequency in terms of coverage is as follows: Peace FM (36), Joy FM *28).

Table 2: Media and frequency of publication

Media Organisation	Frequency	Percent
Citi	62	24.8
Joy FM	28	11.2

Peace FM	36	14.4
Adom FM	42	16.8
Daily Guide	42	16.8
Daily Graphic	40	16.0
Total		

Table 3: Major frames unearthed

Frame	Frequency	Percent
Spousal/Motherly	71	28.3
Ceremonial/Escort	18	7.2
Fashion/Looks	11	4.4
Political	62	24.7
Intellect, knowledge and policy	22	8.8
Socially intervention	67	26.7
Total	251	100.0

In terms of frames, five emanated from the research. The breakdown is as follows: spousal/motherly (n=71 29.3%), ceremonial/escort (n=18, 7.2%), fashion/looks (n=11, 4.4%), political (n=62, 24.7%), policy (n=22, 8.8%), and social intervention (n=67, 26.7%). Spousal or motherly roles refers to instances when women in the public domain are often framed simply in stereotypical roles as a nurturing partner or as Winfield (1997) refers to it, noblesse oblige. These tend to play down the policy person by highlighting them as mothers and spouses who have supported their husband and their family to achieve the positions they currently occupy. It is therefore of significance that this frame had the highest percentage in our current analysis. The ceremony of escort role is similar to the spousal or motherly role. This accounted for 7% of the total count, far less than the motherly role; but when combined with the spousal or motherly role accounts for a significant portion of the coverage. In the escort or spousal role women are noted for the role simply as accompanying the Vice President and receive less coverage when they are not playing such roles.

The political role of the first lady was often seen when she participated in party activities, met party activist or was a guest at strictly partisan events. Some of these included both campaign and post campaign events. She was especially visible during the presidential campaign, normally filling in as a surrogate for the Vice President. The policy role of the second lady came to the fore when she was engaged in issue-based discussions. These included pertinent issues such as girl-child education, literacy and reading skills and promoting gender equality. This stretched to include issues that the second lady had been advocating for such as the usage of clean gas and environmental sustainability. The socially conscious stories were not just discussions about certain issues but event-based coverage of her initiatives and agendas. The first lady has been involved in several initiatives under the banner head of Samira Empowerment and Humanitarian Projects, including the Samira Bawumia Literature Prize.

One other issue often analysed in media coverage of issues or personalities is the type of coverage. In framing studies, two different types of coverage have been theoretically set forth, which has been operationalised and often informed the data collection process. These are thematic and episodic framing. A long line of framing research has demonstrated that the strength of frames can be associated with these two frame typologies. Episodic frames refer to the instantaneous coverage of issues while thematic frames refer to a more in-depth and comprehensive coverage.

Thematic frames therefore tend to have a huge effect especially for issues or personalities that the public know little about. Thematic frames also afford the opportunity for more in-depth and contextual coverage. Thematic frames are more likely therefore to delve into other issues such as prognostic or diagnostic. These two deal with the consequences of events while also discussing background issues as well. The results show that thematic frames (n=202, 80.5%), were the highest occurring type of frame while episodic frames were the least occurring (n=49, 19.5%). The results indicate that the media were largely comprehensive and detailed in the coverage of the first lady, therefore showing a change in how women are covered historically. It may also be attributed to the high focus on the social intervention issues being pursued by the second lady, which largely lead to delving deeper into those issue-based topics.

Table 4: Types of frames

Type	Frequency	Percent
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Episodic	48	19.5
Thematic	202	80.5
Total	250	100

The tone of the story was the next issue that was examined. Framing scholars usually examine tone of stories because it gives an idea about the professionalism of media coverage. Media coverage is usually expected to be neutral, and with respect to the gender dynamic involved, coverage of female public figures is usually not positive. To be specific, the tone of the stories is usually negative, so this was a very important variable to analyse. Stemming from this theoretical basis, the results indicate that coverage of the First Lady was largely positive with very few negative stories. This is something that is worth noting and is commendable as far as Ghanaian media coverage in this particular instance is concerned because historically female public figures are covered in a negative light.

Table 5: Tone of story

Tone	Frequency	Percent
Positive	168	67.3
Negative	6	2.4
Neutral	76	30.3
Total	250	100

A compendium of past framing studies has found that they rarely quote experts when it comes to female figures because of the nature of the coverage and the focus of frames. It was therefore important to examine the sources employed by the media in writing their stories. Sources play a gauge role in the coverage and framing of stories because they influence the direction of the story based on what they say, the quotes selected and their knowledge or predisposition towards a particular subject matter. The results indicate that the second lady herself was a major source of news stories. This is not surprising as she is the major subject under discussion, followed by non-sourced stories. This is one noticeable weakness of media coverage in this instance that emanates from this research, and which needs to be addressed by the media. It is observed that academic

and civil society experts accounted for a very low percentage of the people sourced for stories, scoring far lower than government officials who are likely to repeat governmental positions.

Table 6: Sources

Source	Frequency	Percent
Samira's quote	108	43.0
Government official	24	9.6
Opposition parties	9	3.6
Expert 1 (Academics)	1	0.4
Expert 2 (Civil Society)	3	1.2
Religious leaders	1	0.4
Non sourced	99	39.4
Traditional leaders	2	0.8
Corporate Organisations	3	1.6
Total	250	100

Conclusion

The role of the second lady in our body politic cannot be over-emphasised. This is especially so as democracy is deepened, and their role and work continue to become more visible. Ghana has made significant gains in her democratic practice. While official government personalities have received much attention, a growing and visible aspect of the democratic style of governance is the activities and subsequent actions of the second ladies, which have received little attention although such personalities tend to shape attitudes, culture and influence social norms while instituting social interventions. This research therefore fills a palpable gap in research by shedding light on how selected media in Ghana cover the second lady, Samira Bawumia. Four major variables were examined, namely the major frames, types of frames, tone of coverage and sources used. These are all major aspects of the framing theory, which has long been established as a credible framework for examining media coverage of issues or personalities.

In sum, the research made the following findings. The news coverage in terms of major frames was focused in the spousal or motherly role followed by her role in social interventions. This indicates that the coverage of female public figures is still dominated less by policy or issue-

based topics but rather on stereotypical female roles. This is a cause for concern and demonstrates the need for more advocacy and training in the area of gender reportage. It is consistent with the literature that shows that females face different standards and frames within which they are covered compared to men.

The next major finding is in terms of the types of frames where thematic frames dominated. The body of work within the framing tradition indicates that episodic frames dominate and are not always good for public understanding of issues. The fact that thematic frames dominate is a clear departure and positive feature of media coverage in Ghana. From a practical perspective, this will further enhance public understanding and appreciation of the role of the second lady when the office is covered thematically rather than episodically. The thematic coverage could be a result of the heavy coverage on the social intervention and issue-based topics indicating that aside from being described in stereotypical terms or according to their supportive role of men, the other roles that women play are now beginning to be more appreciated.

This finding is supported by the fact that when it comes to the tone of the story, positive coverage dominated in terms of this indicator. This is markedly different from previous coverage of female public figures where the coverage tends to be negative in nature. From an analytical perspective, this is indicative of the growth and progress in the Ghanaian media at least as far as this research is concerned.

This study also provided insight into frame sponsorship, that is to say frame sourcing or the sources that were used in media coverage. Sources are important because they determine the direction of the story in a significant way. This study provides insight into the 'go to' sources for media coverage. It was realised that Mrs Samira Bawumia herself, followed by non-sourced stories and government officials dominated coverage. This is one limitation of the media as far as this study is concerned. More efforts should be made to utilise objective and professional sources such as experts and civil society organisations.

When writing stories, the expectation within the professional journalism field is that several or a variety of sources will be employed in news reportage. This range of sources is especially important when it comes to covering female public figures due to the prevalence of stereotypes that exist as far as their coverage is concerned. Experts such as academics and civil society group with gender experts are expected to be a major source in writing about the second

lady or female public figures. Examining sources was therefore important for our understanding of contemporary coverage of female public figures.

This is the first ever study on second lady Samira Bawumia within the academic literature in Ghana and one of the earliest studies on second ladies generally within the scholarly field. Studies on media framing of female political or public figures have shown that they are often stereotypically framed. While this was true in terms of the major frames unearthed in this present project, there was a noticeable change in the tone of coverage and the type of frames employed. From a political framing perspective, the direction of coverage of second lady Samira Bawumia was positive. The type of frames employed were thematic, showing a focus on issues in an in-depth manner. This may be because of Mrs Bawumia's own persona, gradual coverage in terms of the quality and level of gender coverage, or the propensity of the media to follow the very events that the second lady has been involved in largely focused on social interventions. Whatever the case may be, it is worth noting that female public figures such as the second lady are beginning to attract attributes that are generally positive and prominence in terms of contextual reporting, although there is still more room for improvement when it comes to the focus in terms of major frames used. This study therefore suggests further training for media practitioners in media and gender reportage. The study also serves as a reference point for future studies on political spouses and other prominent female figures where limited research has been conducted.

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