CGCR
Centre for Gender and Communication Research

UniMAC
UNIVERSITY OF MEDIA, ARTS AND COMMUNICATI

GENDER and COMM Insights

Inaugural year under review

CENTRE FOR GENDER & COMMUNICATION RESEARCH

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DIRECTOR'S MESSAGE



Gender and communication are two concepts that permeate every sphere of life, both private and public. Gender gives us an important sense of identity; communication is at the core of human existence, defining how we interact as social beings. Understanding how the two intersect requires more than social observation; it demands a systematic, evidence-based approach. That is precisely what the Centre for Gender and Communication Research (CGCR) was established to do.

Since our founding on 1st August 2025, this first year has been about building foundations: bringing onboard our first cohort of affiliates, opening dialogue between men and women across our community, and equipping students with practical skills for the world beyond graduation from school. None of this would have been possible without the voluntary commitment of our affiliates, the support of the University Management, and the openness of everyone who showed up to a our programmes (breakfast meetings, forums, and seminars) and chose to speak honestly.

As we look forward into Year Two, I invite you to keep engaging with us, as affiliates, as partners, and as a community committed to a gender-just UniMAC

-Dr. Rosemary Obeng-Hinneh, Founding Director, CGCR

CENTRE FOR GENDER & COMMUNICATION RESEARCH

MISSION

To Promote a Gender-Just Society in the Media, Arts and Communication Fields Through Rigorous Knowledge Production and Dissemination.

VISION

To be a Centre of Research and Advocacy Excellence in Gender and Communication-Related Matters.

"Bridging Gender Gaps Through Evidence Dialogue."

MALE ENGAGEMENT & ALLYSHIP

ENGAGING MEN AS CHAMPIONS OF CHANGE: INTERNATIONAL MEN'S DAY & THE MEN'S CONFERENCE

19 November 2025 (virtual seminar) and 10 July 2026 (conference) | South Legon Campus

UniMAC marked UNESCO's International Men's Day with a virtual seminar on the theme "The Pressure to Be Tough: Men and Masculinities in Ghana," chaired by Pro-Vice-Chancellor, Prof. Winston Abroampa and presented by CGCR Director Dr. Rosemary Obeng-Hinneh. Dr. Obeng-Hinneh distinguished sex from gender — "while sex is biological, gender is socially constructed" — and walked participants through the pressures Ghanaian men face: emotional toughness, provider expectations, and disciplinarian fatherhood, all reinforced by schools, religious spaces, and media. She also cautioned against the "manosphere," online spaces that respond to men's struggles through anger rather than re ection.

Eight months later, the Counselling Department and CGCR jointly organised the 2026 Men's Conference under the theme "Managing Work, Family and Personal Wellbeing as a Man," moderated by GAUA President Mr. Andy Adu-Sarbeng.



An address delivered on behalf of Prof. Abroampa by Prof. Samuel M. Yirenkyi (Rector, UniMAC-IFT) argued that true strength "also involves self-care, seeking support when necessary, and maintaining healthy relationships."

> *Improve on yourself every day, but don't be pressured by society and peers, else you will always feel you are not doing enough."*
>
> *— Prof. Samuel M. Yirenkyi, Rector, UniMAC-IFT*



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Panellists, Dr. Ike Tandoh (Dean of Students) and Mr. Eugene Odame (Head, Production Department) shared candid personal experiences — from wealth-building discipline to a hospital stay brought on by overwork. Dr. Obeng-Hinneh closed with a challenge to the room: "a well man builds a strong family and nation"



WOMEN'S LEADERSHIP & EMPOWERMENT

FOSTERING COMMUNITY: CGCR HOSTS WOMEN'S BREAKFAST MEETING

February 2026 | In collaboration with the UTAG-UniMAC Women's Executive office

Held under the theme "Working Together; Rising Together," the Breakfast Meeting brought women in academia at UniMAC around the table to share experiences, build networks, and foster stronger collaboration.

CGCR Director Dr. Rosemary Obeng-Hinneh welcomed participants, framing the gathering as a platform for idea-sharing, mentorship, and collective growth. Acting Registrar Dr. Obaapanin Oforiwaa Adu re ected on her own leadership journey, underscoring resilience and continuous self-development.

Prof. Hammond, the guest speaker, encouraged participants to celebrate achievements while embracing feedback. She described leadership roles as milestones that open networking and impact opportunities.



"Irrespective of challenges women academics face, we are still capable of rising to the highest level.".

▶ Prof. Christiana Hammond, Rector, UniMAC-IJ





Ms. Beatrice Offeibea Awuku.

▶ Lecturer at the Institute of Languages

Ms. Beatrice Offeibea Awuku, a Lecturer at the Institute of Languages and also a speaker at the event, shared her PHD Journey Experience to encourage female academics on their PHD programme or were yet to start, inspiring the room with her account of perseverance.

The event closed over breakfast, giving participants an informal setting to continue conversations sparked during the session, reinforcing unity, mentorship, and mutual support among women in academia.

INTERNATIONAL WOMEN'S DAY AND THE WOMEN'S FORUM

UniMAC East Legon Campus | Theme: "Navigating Work-Family Life as a Woman"





Through the CGCR, in collaboration with the Counselling Unit at the Institute of Languages, UniMAC held a Women's Forum addressing the realities of balancing professional ambition with family life. University Counsellor Mr. Godfred Arko Osei opened the session, and Ms. Abena Benewaa Fosuhene introduced a panel of ve: Prof. Cecilia Addei (Rector, IL), Dr. Eleanor Araba Antwi (Director of Human Resources), Dr. Rosemary Obeng-Hinneh (Director, CGCR), Dr. Vera Gyamera (Faculty Examinations O cer, IL), and Mrs. Peace Enyonam Adjetey (Internal Auditor, IL).

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> *"Family and societal expectations may slow us down, but they should never stop us."* — ***Prof. Cecilia Addei, Rector, Institute of Languages***

Dr. Obeng-Hinneh challenged norms that place caregiving solely on women, calling for shared responsibility at home, while Dr. Antwi urged intentional planning so that work and family "strengthen each other" rather than compete. Dr. Gyamera and Mrs. Adjetey both spoke to technology's double edge — a productivity tool that, without discipline, erodes the very boundaries it should help protect.

Closing the session, Dr. Obeng-Hinneh confirmed the Centre would hold more such fora, describing it as the first in a series of engagements to be rolled out across the Institutes for both male and female staff.

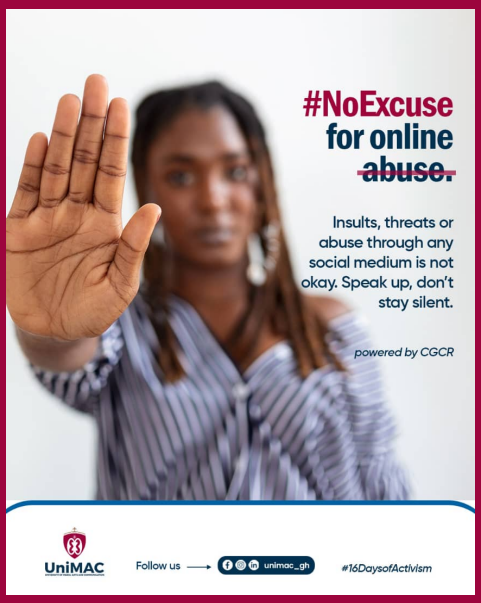


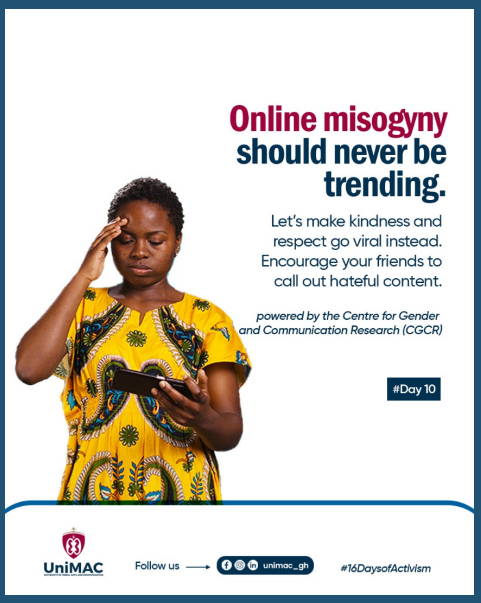
WOMEN'S LEADERSHIP & EMPOWERMENT

STANDING AGAINST GENDER-BASED VIOLENCE: UN WOMEN'S 16 DAYS OF ACTIVISM

CGCR marked UN Women's 16 Days of Activism against Gender-Based Violence with a daily digital campaign under the hashtag #16DaysofActivism, focused this year on a theme often left out of GBV conversations: digital and online abuse. Digital graphics were released across the campaign, each pairing a bold call-out with a practical safety message for the UniMAC community.

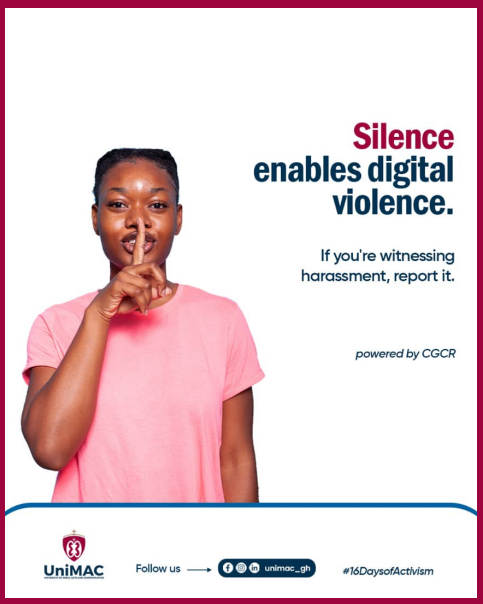
Taken together, the developed messages moved the campaign from naming the problem (digital violence, silence, online abuse) toward action the community could take that same day; reporting harassment, calling out hateful content, and using privacy tools. Framing several graphics around men ("Manning up means speaking up") also carried the Centre's Pillar 2 message on male allyship directly into its GBV advocacy, reinforcing that ending gender-based violence is not a women-only campaign.

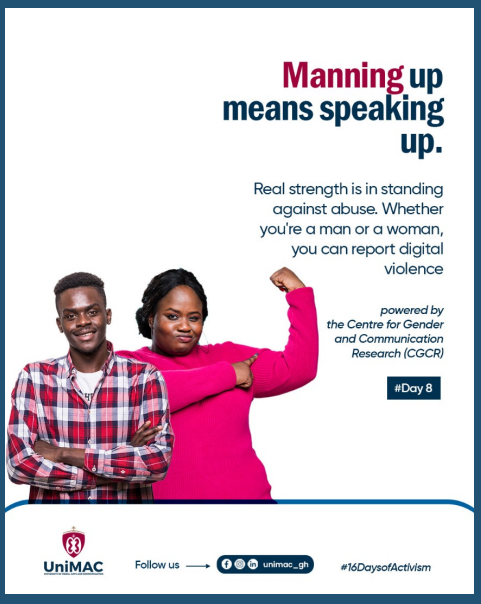

#NoExcuse
for online
abuse.
Insults, threats or abuse through any social medium is not okay. Speak up, don't stay silent.
powered by CGCR
UniMAC
Follow us
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#16DaysofActivism


Online misogyny should never be trending.
Let's make kindness and respect go viral instead. Encourage your friends to call out hateful content.
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#Day 10
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#16DaysofActivism


Digital
Violence is Real
VIOLENCE.
Online bullying no be vibes. Bullying hurts just as online as it does in real life.
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#16DaysofActivism


Screen time should empower, not endanger.
Use social media wisely. Protect your privacy, block harassers, and know how to report abuse.
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#16DaysofActivism


Silence
enables digital
violence.
If you're witnessing harassment, report it.
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#16DaysofActivism


Manning up
means speaking
up.
Real strength is in standing against abuse. Whether you're a man or a woman, you can report digital violence
powered by the Centre for Gender and Communication Research (CGCR)
#Day 8
UniMAC
Follow us
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#16DaysofActivism

PRACTICAL & ECONOMIC EMPOWERMENT

EMPOWERING DIGITAL INNOVATORS: SOCIAL SELLING & DIGITAL MARKETING TRAINING

South Legon Campus | In partnership with the African Women Entrepreneurship Cooperative (AWEC)







The CGCR brought real-world enterprise into the classroom through a hands-on Social Selling and Digital Marketing Workshop, held in partnership with AWEC. Opening the session, Director Dr. Rosemary Obeng-Hinneh told students that "social selling and digital marketing are survival skills for anyone who wants to build a brand, a business, or a career in today's economy."

Facilitator Yaa Osei Agyapong, founder of Obaa Essentials and a certi ed AWEC trainer, addressed students' anxieties around pricing and building trust online before moving into practical strategies for building an authentic brand presence.

MTN MoMo's Regional Channel Manager, Mr. Faizah Ali, grounded the training in business practice, discussing secured payment platforms and walking students through the bene ts of dedicated merchant SIM cards over personal mobile money lines. Merchant SIM cards were activated on the spot for interested student business owners.

Participants shared insights by the end of the training.

INSTITUTIONAL FOUNDATION

BUILDING INSTITUTIONAL ROOTS: CGCR LEADS UNIMAC GENDER POLICY SENSITIZATION & ONBOARDS INAUGURAL COHORT OF AFFILIATES

Accra, Ghana — Friday, 24 July 2026 | South Legon Campus, Institute of Journalism

The Centre for Gender and Communication Research (CGCR) hosted a landmark inception meeting for its inaugural cohort of a liates, aligning them with the Centre's mission and establishing core operational structures for its foundational years.

Welcoming the affliates, Founding Director Dr. Rosemary Obeng-Hinneh commended faculty and administrative sta for their voluntary commitment to advancing the Centre's mandate, noting that the CGCR exists to generate evidence-based solutions for gender equity by leveraging communication to bridge gaps across sectors.

> *"Your voluntary engagement is essential in building the institutional and research structures necessary to solidify the Centre's foundation in these early years."*
>
> ***Pro-Vice- Chancellor Prof. Winston Abroampa***



Delivering a solidarity message on behalf of the Vice-Chancellor, Pro-Vice-Chancellor Prof. Winston Abroampa thanked the affliates for answering the call to serve, describing the Centre as strategically indispensable to a young, growing institution like UniMAC. He praised the gender balance among the onboarded a liates as an encouraging sign for diverse research perspectives, and pledged his continued support.

The meeting featured an orientation on the Centre's vision, mission, and a liate expectations — joint research, resource mobilisation, policy consultation, and student mentorship; closing with an open discussion in which a liates shared ideas for the Centre's upcoming initiatives.

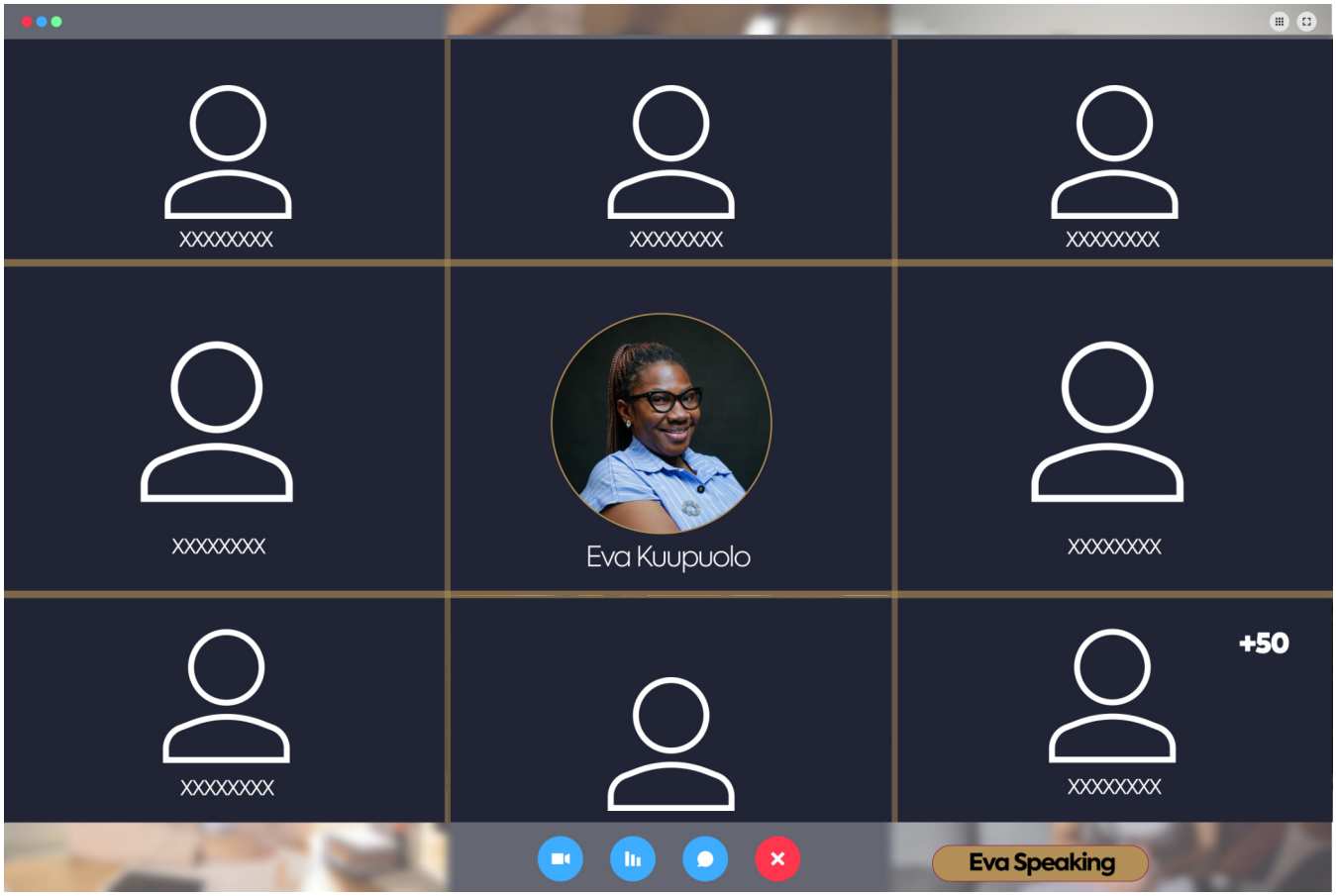


POLICY SENSITISATION: GDSI POLICY WEBINAR

The CGCR, in collaboration with UniMAC's Public Affairs Directorate, convened a webinar to sensitise the university community on the Gender, Disability and Social Inclusion (GDSI) Policy, the instrument that anchors the Centre's own statutory mandate.

Ms. Eva Kuupuolo presented on behalf of the Centre. As chair of the committee that developed the policy, she took participants through its provisions and what they require in practice across the University.

Following the presentation, members of the policy committee responded to questions from participants and provided clarifications on how the policy applies in day-to-day university life.








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GALLERY



GET INVOLVED

Become an Affiliate

- Open to senior members of UniMAC's constituent institutes (IJ, IFT, IL).
- Affiliates commit to joint research, resource mobilisation, policy consultation, and student mentorship.
- Applications for the next cohort open shortly; watch the CGCR web portal and UniMAC email lists.

Contact Us

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