

FOPAM

FACULTY OF PUBLIC RELATIONS, ADVERTISING AND MARKETING

NEWS

November 2024



UniMAC
UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION



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EDITORIAL

Reflecting on our progress and looking ahead

Dear readers, it is with great pride and excitement that I address you in this second edition of the Faculty of Public Relations, Advertising, and Marketing (FOPAM) Newsletter. As the Head of the PR department, I am honored to build upon the foundation laid by our esteemed Dean, Mr. Yaw Odame Gyau, in the inaugural edition. His vision for this publication was clear: to create a platform that not only informs but also unites us as a community of scholars, professionals, and students committed to excellence.

The reception and engagement with our first edition have been nothing short of remarkable. Your enthusiasm, feedback, and contributions have affirmed the importance of this newsletter as a vital channel of communication within our faculty. I want to express my deepest appreciation to everyone who participated—whether through reading, contributing content, or engaging in discussions sparked by the articles. Your involvement has made this initiative a success, and I am confident that with your continued support, we will only grow stronger.

As we navigate the academic year, we have much to celebrate and even more to look forward to. This edition of the newsletter covers several significant events that showcase the dynamism and vibrancy of our faculty. The Academic Practitioner Conference brought together scholars and industry experts, fostering a rich exchange of ideas and insights. The Mentorship Dinner provided a unique opportunity for our students to connect with professionals, gaining valuable guidance and building networks that will serve them well in their careers. The UNIMAC SDG Day highlighted our commitment to sustainable development social interventions in our local communities, while Cultural Day celebrated the cultural diversity that is the cornerstone of our faculty's strength.

We also delved into the Enterprise Development Fair, an event that underscores our dedication to nurturing entrepreneurial spirit and innovation among our students. The Volta Experience was an extraordinary journey, offering practical insights and experiences that will no doubt influence the professional paths of those who participated. Furthermore, the IPR Launch and Model UN event marked critical milestones in our ongoing efforts to provide our students with platforms to apply their skills in real-world scenarios.



DR. ALBERT ANANI-BOSSMAN

Head of Public Relations Department

As we continue to grow and evolve as a faculty, I encourage each of you to remain engaged, continue contributing, and take full advantage of the opportunities that FOPAM offers. Whether through participating in upcoming events, sharing your achievements, or simply staying informed through this newsletter, your involvement is key to our collective success.

In closing, I want to reiterate my gratitude to the entire FOPAM community. Together, we are building a legacy of excellence that will endure for years to come. Let us continue to push the boundaries of what is possible, to innovate, and to inspire one another as we move forward.

Thank you for your ongoing support, and I look forward to the exciting developments that the future holds for us all. Warm regards.

Dr. Albert Anani-Bossman, Head of PR Department, Faculty of Public Relations, Advertising and Marketing, UniMAC-IJ.

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Dr. Anani-Bossman
HOD PR



Mr. Fuseini Iddrisu
Patron, IPR UniMAC



Mrs. Esther Cobbah, President of the IPR
addressing the students

IPR LAUNCH STUDENTS' CHAPTER @ UniMAC-IJ

By: Espoire Amedorme

The Institute of Public Relations (IPR) as part of their 50th anniversary activities, in collaboration with the University of Media, Arts and Communications-Institute of Journalism (UniMAC-IJ), on 18th July 2024, held the 'Students Time' and relaunch of IPR Students' Chapter event which took place at the Junior Common Room, JCR of the South-Legon campus, was organized by the Faculty of Public Relations, Advertising and Marketing (FOPAM) in collaboration with the IPR for the first time. The event which featured the inauguration of the newly elected executives of the IPR Students' Chapter, led to the successful installation of new executives to champion students' affairs on behalf of the IPR.

According to the patron of the chapter, Mr. Iddrisu Fuseini at the PR department of UniMAC-IJ, the chapter was relaunched due to the need to restructure the chapter and give it a face-lift. He encouraged the newly elected executives to work diligently and serve the chapter with utmost honesty.

The newly inaugurated executives are namely James Nii Tettey Oracca-Tetteh as President, Espoire Y. D. Amedorme - Vice President, Amanda Amamu - Honorary Secretary - Christabel Seyram Amewugah - Treasurer, Samuel Yarboi Tetteh - Organiser and Vivian A. Gyang - Digital Comms Officer.

In his acceptance speech, James Nii Tettey Oracca-Tetteh, acknowledged the presence of the executives and members of the other body, Institute of Public Relations Ghana, and pleaded to the president of the IPR, madam Esther Amba Numaba Cobbah, to give discounts to the members of the chapter to register with the IPR and also give opportunity for members to bring on board creative minds and fresh ideas whenever the institute is coming up with an initiative. He added that this would give the students the opportunity to show their skills aside the knowledge they gain in class. The relaunch had executives and members of the IPR Ghana in

IPR STUDENTS' LEADERSHIP INAUGURATED



James Orracha Tetteh - President



attendance, led by the president, Mrs. Esther Cobbah. They include Gayhart Mensah, Esi and Gabriel Ankrah.

STUDENTS' TIME

As part of the Institute of Public Relations' 50th anniversary celebration which was themed, "PR for Value Creation", the Institute, in a way to engage and build a strategic relationship with the students, tasked the competing schools to develop a communication strategy to develop a PR Strategy to encourage political parties in Ghana to engage in ethical communications that promote peaceful election 2024. The two competing institutes were University of Media, Arts and Communications-Institute of Journalism (UniMAC-IJ) and the University of Professional Studies, Accra (UPSA).

In her opening speech for the contest, the president of the IPR, Esther Cobbah, re-echoed the vital role PR plays in promoting and contributing to peaceful election and national development.

She also admonished the students to continuously add value to PR by applying the knowledge they have acquired from the classroom and consider volunteering to work with organizations.

The contestants for UniMAC-IJ, Amanda Amamu and Daniel Afari, presented an ethical political communication strategy titled "Truth for Tomorrow" with the campaign themed, "Dwen Hwe Kwan"; meaning "Think and Look Ahead." The campaign had primary target audience such as political communicators and media practitioner and CSOs.

According to madam Esther Amba Numaba Cobbah, the Institute of Public Relations Ghana, is committed to nurturing the next generation of ethical PR professionals who will contribute their quota to national development. The competition was judged by industry practitioners and academia's. This opportunity gave the students the opportunity to test their knowledge acquired and demonstrate how this knowledge can be applied to real life situations.



3RD ACADEMIC PRACTITIONER Conference

Unimac FOPAM

Presents

THE 3RD UNIMAC-IJ ACADEMIC-PRACTITIONER CONFERENCE

Theme:
Synergy for Transformation

🕒 **Thur 11 Jul 2024 | 9am**

📍 **UNIMAC - IJ North Dzorwulu Campus**

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#UNIMACAPC24



Distinguished Panelist of the APC 24. From right to left. Mr. Ali Mohammed (ADB), Mrs. Bellona Victor-Quao(VRA), Mr. Fuseini Iddrisu (UniMAC), Prof. Etse Sikanku (UniMAC), Mr. Nii Nookwei Tackie(UniMAC), Mr. Mawuli (MTN)

Bridging the Gap Between Theory and Practice: Highlights from the 3rd UniMAC Academic-Practitioner Conference

By: Sarah Eseku Annan

On July 11, 2024, the Faculty of Public Relations, Advertising and Marketing (FOPAM) of the University of Media, Arts, and Communication-Institute of Journalism (UniMAC-IJ), held its 3rd Academic-Practitioner Conference. The event was organized by the Level 300 Public Relations weekend students and supervised by Mr. Bright Senanu, the lead lecturer for the Events Management and Promotion course.

The event aimed to provide students with practical experience in organizing an events by applying the theories and principles they have studied in class. The theme for this year's conference, "Synergy for

for Transformation," aptly directed the essence of the discussions.

The conference addressed a pressing issue that has long plagued the academic and professional landscape: the significant gap between academic knowledge and practical application in the field of Public Relations.

This divide often leaves PR students feeling ill-prepared and apprehensive about transitioning into the professional world. The theme "Synergy for Transformation" reflects the need to bridge this gap, fostering a closer connection between academia and industry practice.

The event brought together a diverse panel of industry players and academics to deliberate on the root causes of this disconnect and explore strategies to bridge the gap. Notable industry practitioners included Madam Bellona Gerard Vittor-Quao, Manager of Public Affairs at Nuclear Power Ghana; Mr. Ali Mohammed, Head of Marketing and Communication at ADB PLC; and Mr. Mawuli Fui Kwadzovia, Senior Corporate Affairs Officer at Bui Power Authority. These experts acknowledged the gap and emphasized that finding a solution requires a collaborative effort from all stakeholders—government, academia, and practitioners.

The industry speakers suggested that the government should work towards stabilizing the educational system and partner with academic institutions to equip students with the practical skills that industry requires. They also urged lecturers to incorporate practical learning approaches in their teaching methods. Furthermore, students were encouraged to take their studies seriously and leverage technology to enhance their skills.

The speakers highlighted the importance of internships and volunteering, suggesting that institutions like UniMAC should actively seek internship opportunities for students to gain hands-on experience before graduation, thereby improving their job prospects.

Academics such as Mr. Iddrisu Fuseni, Lecturer in the Department of Public Relations at UniMAC-IJ; Professor Etse Sikanku, Director of the Directorate of Research, Innovation & Development at UniMAC-IJ; and Mr. Nii Nookwei Tackie,

Lecturer in the Department of Marketing at UniMAC-IJ, emphasized the need for industry players to make the institute their haven for collaboration and research innovation needs, while providing more opportunities for students and lecturers to research. They encouraged industry players to bring some of the issues they face down to academics for solutions. They will be intrigued by the solutions and ideas that will be discovered, making particularly those who are interested but might be hesitant to acquire practical experience.

Students were urged to be proactive in their learning journey, starting initiatives even while in school; for instance, creating a blog to discuss topics of interest. This initiative not only enhances their skills but also builds a portfolio that could be beneficial in their professional careers.

The event was moderated by Bridget M. Obesemato, Public Relations Manager of CWAR Publicis Groupe, with Mr. Benjamin Akakpo, broadcast journalist from Joy News, serving as the Master of Ceremonies. The conference concluded with a consensus that closing the gap between academia and industry requires a collective effort, with each stakeholder playing a critical role in ensuring that students are well-prepared to enter the professional world.

The 3rd UniMAC Academic-Practitioner Conference was a significant step toward fostering collaboration between academia and industry, providing students with invaluable insights and opportunities to engage with professionals in their field.



Model UN session

LifeLink Ghana engages UniMAC Students

By: Sarah Eseku Annan

In a groundbreaking event, the Faculty of Public Relations, Advertising and Marketing (FOPAM) at the University of Media, Arts and Communication (UniMAC) welcomed Life-Link for their first-ever Model UN Press Corps Programme on Friday, June 21, 2024. Held in the university's auditorium, the event commenced at exactly 11:55 a.m., drawing an eager audience of students and faculty members. The symposium focused on opportunities for students to practice diplomacy, journalism, and international relations within the Life-Link Tertiary Model United Nations Conference framework.

This symposium marked a new chapter in Life-Link's Tertiary Model United Nations (LTMUN) initiatives, as it introduced the concept of students roleplaying as media professionals, journalists and media correspondents. In previous conferences, participants typically assumed the roles of UN representatives, debating global issues and crafting resolutions. However, recognising the importance of a free and vibrant press in international affairs, Life Link expanded its focus this year to include the crucial role of the media in diplomacy and international relations.

Life Link, renowned for its dedication to fostering informed global citizens through MUN conferences, emphasised the value of this new initiative. The programme not only aims to deepen students' understanding of global issues but also to sharpen their media and communication skills, making them well-rounded participants in the world of diplomacy.

During the presentation, Kekeli Dzeketey, the speaker for the Life-Link team, provided compelling reasons for students to apply for the upcoming conference, elaborating on awards, internships, and scholarship opportunities as some of the benefits of participation. He underscored the importance of this unique orientation, designed to prepare participants for their roles as media representatives of top international news organisations.

By partnering with FOPAM, Life-Link hopes to offer students an unparalleled learning experience that mirrors real-world scenarios. This initiative represents Life-Link's commitment to evolving its MUN programmes to stay relevant in a rapidly changing world, where the media's role in diplomacy and international relations is more critical than ever.



The symposium concluded with closing remarks from Mr Yaw Odame Gyau, the Dean of the Faculty of Public Relations, Advertising, and Marketing. He emphasized the importance of participating in voluntary activities such as the MUN conferences and encouraged students to seize the opportunity to develop their skills and broaden their horizons, noting that such experience is invaluable for personal and professional growth.

The event ended on a high note, with an engaging Q&A session where students had the opportunity to interact directly with the Life-Link team, followed by a photo session featuring the team, students, and the Dean. The success of this inaugural programme sets a promising precedent for future collaborations between Life-Link and FOPAM, as they continue to work together to inspire and equip the next generation.



3RD MENTORSHIP Dinner

Mentor
George



Mentor
Sophia



Lecturer
Bright Senanu



Mentor
Emma



Mentor
Edem



NURTURING CONNECTIONS, INSPIRING FUTURES

By Daniel Kwaku Anane Afari

As part of measures to ensure students of the Faculty of Public Relations, Advertising, and Marketing gain hands-on experience with the various theories they are taught, level 300 public relations students of the regular class were tasked to organize a mentorship dinner featuring experts from various fields of marketing, event management, and PR.

The event, which aimed to connect students with industry professionals who could offer guidance, share insights, and inspire the next generation of public relations practitioners, required students of the class to form various functional areas, such as Finance, Marketing, and Logistics to help effectively manage and ensure a successful event.

With guidance from their lecturer, Bright Senanu, students were taken through the concepts and principles that would ensure their event touch-points were always on point, contributing to the event's success.

After various calls, emails and letters distributed to the selected mentors for the dinner, Sophia Kudjordji, the Chief Corporate Communications Officer of the JOSPONG Group, Emma Wenani, the Chief Director of the Global Media Alliance, Eli Daniel-Wilson, the Head of Strategy and Consultant-Marketing at Pulse Ghana, and George Quaye, an event planner and a communications professional, agreed to be the mentors for the dinner.

Sophia Kudjordji expressed how glad she was about the level of professionalism the students adopted to undertake the project. "Right from day one till now, I have been amazed about how you guys have taken up this challenge. With the level of professionalism and everything has been spot on." She added that "the students have a great advantage by having lecturers who want you to simulate what you are learning in class."

Eli Daniel-Wilson, the Director for Sales and Strategy at Pulse Ghana, also applauded the team for successfully organizing the event, adding that initiatives like this prepare students for the field.

"This level of preparation is what the real world requires. This is prep work for the workforce, and congratulations to UniMAC for putting this together." Emma Wenani, the Chief Director of Global Media Alliance, also reiterated that the students are ready for the job market, reminiscing how education lacked practicality in the previous years.

"I said it during my speech, you guys are ready! A long time ago, education was never practical, just theory.

But you guys are learning the theory and the practical as well." The students' hard work and commitment to excellence were evident throughout the event, from the meticulous planning to the flawless execution. Their ability to apply theoretical knowledge to practical situations showcased their potential as future public relations professionals.

As the students look ahead to their careers, they can be confident that the mentorship dinner has equipped them with the skills, knowledge, and connections they need to succeed in the dynamic world of public relations.

UniMAC INTRODUCES NEW PhD PROGRAMME



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UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION

PhD in Media and Communication

The School of Graduate Studies, University of Media, Arts and Communication announces for the information of the general public that applications are open for the admission of prospective applicants to its newly introduced PhD in Media and Communication programme for the 2024/2025 academic year.

Admission Requirements

To be admitted into the Ph.D. in Media and Communication, applicants must possess:

1. A master's degree in a communication-related field from an accredited university with a CGPA of 3.0 and above. Applicants without research may be asked to audit additional courses.
2. MA/MSc with research in a communication-related field from an accredited university.
3. An MPhil in a communication-related field from an accredited university.
4. An MFA in Film and Television Production from an accredited university.
5. At least a grade B in the master's Dissertation / Thesis. *Also, applicants are required to:*
6. Present a 3,000-word research proposal of an intended area of study as part of the application process.
7. Pass a selection interview.

Foreign applicants from accredited institutions with equivalent qualifications will be considered for admission after GTEC's evaluation of their certificates.

Mode of Delivery

The programme will be delivered in a blended mode of virtual and in-person lectures in collaboration with seasoned scholars with international repute from:

- Virginia Tech University, U.S.A
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Programme Specialisation

Prospective Applicants of the PhD in Media and Communication may specialise in any of the following areas or strands;

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2. Political Communication
3. Public Relations
4. Marketing and Advertising
5. Development Communication
6. Theatre Studies

Application Fee

- Ghanaian Applicants - GH¢300.00
- International Applicants - USD\$150.00

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1. An applicant must pay the relevant application fee at any Prudential Bank or Ghana Post branch by providing name and telephone number or by using any of the following electronic options: mobile money (all network), visa and Mastercard via app.ropaygh.com.
2. Applicants will be provided with their serial number and pin at the bank or via Momo receipt which will grant access to the Online Admission Portal.
3. Applicants should then proceed to the Online Admission Portal: <https://admissions.unimac.edu.gh> to begin the application process.
4. Once the process has been completed, the applicant must print out a copy of the completed application form, add one current passport-sized photograph and any other supporting documents, and submit to the address below;



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Theme: Empowering Communities for Sustainable Future: Showcasing SDG Innovations



Prof. George Amoako, GCTU
Guest Speaker



Dr. Ramatu Mustapher Dadzie
Rector, UniMAC-IFT



Rev. Yaw Odame Gyau
Snr. Lecturer and Dean, FOPAM

By: Espoire Amedorme

The Faculty of Public Relations, Advertising and Marketing (FOPAM) at the University of Media Arts and Communication, embarked on a transformative journey that bridged the gap between classroom theory and real-world advertising practice. Advertising Creative Strategies and Social Intervention courses led by the Dean, Mr. Yaw O. Gyau and Dr. Joshua Doe (HOD) Marketing, was a testament to the faculty's commitment to practical learning.

What began as a semester project was climaxed with the UniMAC SDG DAY event with the theme, Empowering Communities for Sustainable Future: Showcasing SDG Innovations. This student-centered but faculty-driven event was open with a welcome address by the chairperson, Dr. Ramatu Mustapha Dadzie

Dadzie, acting Rector of the UniMAC-IFT. The acting rector was particularly inspired by the selected SDGs and advised practitioners and students to work seriously towards eradicating gender-based violence (SDG 5) and all forms of abuse to ensure sustainable communities devoid of violence and abuse.

The keynote address which was full of insights about the SDGs and sustainability marketing, was skillfully delivered by Professor George Amoako, Senior Lecturer and Director, Directorate of Research, Innovation and Consultancy, at the Ghana Communication Technology University (GCTU), Accra. In his keynote address, professor Amoako, charged practitioners, academics and students to leverage Artificial Intelligence (AI) and technology to driving sustainability of the SDGs in

our communities, by ensuring that technology becomes the driving force for sustainable campaigns, whiles deploying the various communication theories and models appropriately to deliver campaigns successfully. From the onset, the level 300 students of the Advertising Creative Strategies class, delved into the world of advertising exploring key models and frameworks which provided a comprehensive understanding of the advertising processes, enabling students to perform rigorous research and presentations, community activations, copywriting exercises and basic drawing drills.

Through group assignments and hands-on experience, they sharpened their skills in campaign planning, strategy, and creative development.



SDG DAY Presentations



Divided into groups of four, the students tackled Sustainable Development Goals (SDGs) specifically the SDG 5, 6, 13, and 14 which focused on Gender Equality, Water, Sanitation and Hygiene, Climate Action and, Life Below Water respectively, creating campaign strategies by first venturing into communities to gather firsthand information. This experiential approach improved research skills of students by equipping them with collaborative, time management, effective communication and analytic skills; preparing them for the world of strategic communications.

Throughout the copywriting process, four teams, were assigned distinct roles, ensuring a collaborative effort to drive the SDG campaigns forward. Individuals in each group were assigned specific roles such as photography, videography, content creation, social media manager, strategist, researcher and producer. This enabled students to create engaging social media content, promoting the simulated NGOs and fostering societal impact.

The semester-long project, was climaxed with the UniMAC SDG Day event, where stimulated NGOs at level 300, got to compete by pitching their innovative solutions and campaign strategies to the reputable organizations such as the UNDP, Josping Group of Companies, UNFPA, DOVVSU, Ministry of Fisheries, The Naval Command, Let's Do It GH. Practitioners from these organizations, with varying expertise in SDG projects, formed the panel of judges for the contest.

While immersing themselves into the presentations from the competing NGOs, the judges meticulously judged the strategies of each NGO by the approved criteria. At the end of the contest, Healthy Haven organisation





Prof. George Amoako inspecting the posters



Exhibition

SDG INNOVATIONS AND CAMPAIGNS



SDG DAY Awards

emerged winners, closely followed by Coastal Care Foundation, which emerged first runner-up and Fihankra Foundation emerged second runner up.

This event also featured Level 400 students from the Social Marketing class which embarked on social intervention programmes. The Water and Sanitation Foundation emerged winners with their project dubbed "Clean Tetegu" project. Green Terra, which emerged as 1st runner up, aimed to reduce greenhouse gas emissions through better waste management practices at Adenta New site. Finally, the Ecosave Initiative, concentrated its efforts on improving life below water. The Sapphire Foundation, focused on gender equality with the EmpowerHer project. The UniMAC SDG Day really successful and we are grateful to our Sponsors - UNDP, JGC/ Zoomlion and Twellium Industries.



Winners: H2O Org.



Winners: WAS Foundation



1st Runner up: Coastal Care



2nd Runner up: Fihankra



2nd Runner up: Ecosave



The Lead Lecturers: Yaw Gyau & Joshua Doe





CLASS initiative

The Volta experience

FOPAM & UniMAC-IJ IN COLLABORATION WITH THE MINISTRY OF TOURISM

By: Sheriff Mohammed

Discovering Domestic Delights- A student-led Tourism Marketing Initiative In the 2023/2024 Tourism Marketing class, students embarked on a practical term project to design and market one-day domestic tourism packages. This term project was aimed at allowing students to apply the marketing principles they had been learning throughout the course. The class was divided into two dynamic groups, each forming its own tourism marketing company. The teams, Echo Travels and Roam Rovers, worked to simulate the collaboration often seen between tourism providers to expand their reach and create unique travel experiences for their customers.

Echo Travels, under the leadership of their creative team, organized a trip they called the Volta Experience. Their adventure took tourists through the scenic and adventurous wonders of the Volta region. Participants visited the renowned Amedzofe Canopy Walk, the breathtaking Ote Falls, and the magnificent Mount Gemi. The carefully curated package included round-trip transportation, delicious meals and snacks, and memorable souvenirs. Echo Travels put considerable effort into ensuring their customers experienced the beauty and culture of the Volta region in a comfortable and enjoyable way. Roam Rovers, on the other hand, focused on another set of iconic destinations in the Volta region—Wli Falls and Mountain Afadzato.

journey





With a package designed to thrill adventure seekers, Roam Rovers' offering included transportation, a satisfying lunch, snacks, site entry fees, and unlimited entertainment, making it an all-inclusive tour experience. The team worked to create a fun-filled, engaging atmosphere that captured the adventurous spirit of their destinations.

Throughout this project, students applied key marketing principles learned in class, gaining valuable experience in every step of the process. Their efforts began with extensive market research to identify the best tourist destinations and target audiences for each trip. They then developed targeted promotional strategies to attract potential customers, using a variety of marketing materials including brochures and vibrant social media content.

This hands-on experience gave students valuable skills in product design, pricing, promotion, and sales. They learned how to work as a team, communicate effectively, and manage a tourism operation from start to finish. By executing these projects, students not only gained insights into the tourism industry but also enhanced their ability to plan and market tourism packages effectively.





IR





Short Story

The Dying Hero

Part Two

Dr. Ike Tandoh: Lecturer & Programmes Coordinator, FOPAM

Mama Yaa on her part became happy when her husband disclosed to her that he was going to retire from football. She sighed with relief; she was tired of her husband's long stay outside the home. She now believed her husband was going to get more time for her and stop messing around with the young girls.

This has been Maame Yaa Saa's swan song throughout her marital life. Although Papa Osei Kofi was loving and caring, he was giving her a lot of problems. When his fame began to spread worldwide, women and alcohol set in. Papa Osei Kofi's private life was very bad but as good as Maame Yaa Saa was, she concealed her husband's mischief.

Papa Osei Kofi had taken to womanizing after achieving his fame. He used to change girls like he changed his clothes. He did it all secretly pretending to be a good husband to Maame Yaa Saa. He led a clandestine lifestyle and thought his wife will not hear of it. He forgot the saying that whatever goes round comes round. People who knew his private lifestyle advised him to put a stop to it and stick to his wife, but it was to no avail. He used to meet young girls and make love to them.

When advised by a friend to use condoms he said HIV/AIDS was for the poor and needy but not for a rich and famous personality like him and more importantly there was no proper enjoyment when one used a condom. He forgot that HIV/AIDS is not a respecter of persons.

He spent most of his leisure time at the disco with these slay queens. All these ladies were interested in was his money.

Sex to them was nothing. Just give them the cash and you will be allowed free entry into the danger zone. The make-up and the kind of dresses they wore were so bad. They put on attires, which almost exposed their private parts. At the plaza hotel in Kumasi, where Papa Kofi used to have fun, many girls from all walks of life used to converge there for real business. People from Nigeria, Ghana, Togo, Cote d'Ivoire, and other countries come there for real prostitution. It was no joke at all at the Plaza in the evening.

All the girls will come out from their hide-outs to exhibit their gait and smiling skills just to attract customers like Papa Osei Kofi who was known in football circles as Maradona. Many of them come there claiming there are no jobs in their countries while others also come there because they cannot control their sexual habits; others too come there because of influence from friends. The Police have always been trying their best to stop them from this disgraceful job, but they will not budge.

For Papa Kofi's alias Maradona, the ladies used to fight over him, each expressing their "cocoa love" (money love) for him. And now what was happening to him? He was dying slowly and none of the girls came to visit him. Papa Kofi was now facing his judgment day on earth.

FOPAM Spotlight

November Edition

This month's SPOTLIGHT is focused on three Faculty members blazing the research and publications trajectory globally.

They are:

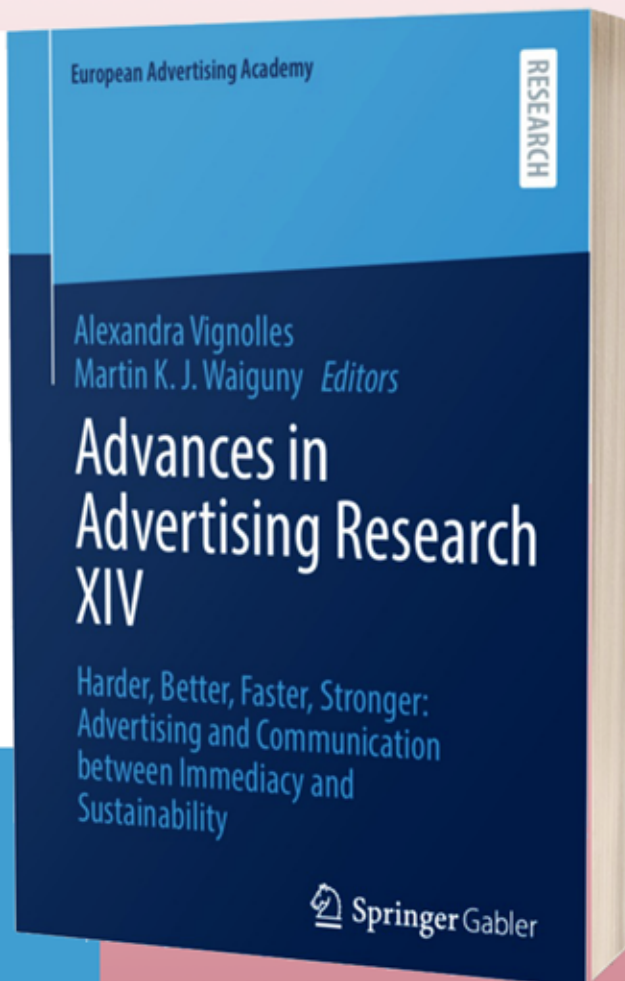
Dr. Henry Kojo Bonsu-Owu
Advertising Department

Mr. Noel Nutsugah
PR Department

Mr. Bright Senanu
Marketing Department

Mr. Fuseini Iddrisu
PR Department

Congratulations to our FOPAM members. We acknowledge your efforts in advancing research in UNIMAC/FOPAM.



Dr. Henry Kojo Bonsu-Owu

BOOK CHAPTER

TOPIC:

Content Analysis of the Level of Hegemonic Masculine Traits in Ghanaian Alcohol Advertisements

FOPAM PROGRAMMES

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FOPAM Spotlight

November Edition

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On the Tech Trek and Industrial Revolutions: Unravelling the Impact of Generative AI on Public Relations Praxis in Africa

Noel Nutsugah^a and Bright Senanu^b

^aDepartment of Public Relations, University of Media Arts and Communication (UniMAC), Accra, Ghana; ^bMarketing Division, University of Media Arts and Communication, Accra, Ghana

ABSTRACT

This study holds substantial significance as it represents a pioneering continent-wide empirical endeavor to comprehend the extent to which public relations (PR) professionals value and engage with Generative Artificial Intelligence (GenAI) technologies and the consequential impact they exert on the praxis of the profession in Africa. The study assumes a qualitative approach with data collected from in-house and agency PR professionals across the major economic blocks in Africa. Beyond unearthing the benefits and threats, we also found practical, socio-cultural, and ethical implications of the influx of GenAI technologies, based upon which we proffered valuable recommendations for both practice and scholarly pursuits. We make a central argument that even though there is a high adoption and usage of GenAIs among PR professionals in Africa, there are currently no ethical policies guiding its usage, and this threatens the professions' quest to be transparent and accountable to their clients and publics.

ARTICLE HISTORY

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Mr. Noel Nutsugah



Mr. Bright Senanu

HIGHLIGHTS FROM THE FACULTY RESEARCH SEMINAR

★★★★★

We must determine what PR is and what is not PR from the myriad of claims in different situations. There is a lack of recognition of African contributions to the continent's public relations history.

★★★★★

Some of the strategy and some freedom fighting spirit that were used by Kwame Nkrumah could be argued as public relations oriented, yet it is virtually missing from literature.

★★★★★

Nkrumah and his compatriots at that time carefully selected their activities, I mean, with strategic intent. Nkrumah's political strategies aligned with public relations values and concepts.

★★★★★

Public Relations scholars and literature fail to record African personalities as PR individuals. The values decide the distinction. If an event possesses PR values, then the political aspect wouldn't limit it.



Mr. Fuseini Iddrisu

TOPIC:
REVISITING GHANA'S
PUBLIC RELATIONS
HISTORY:
NKRUMAH'S STRATEGIC
INTENT AND HUMAN
AGENCY FOR
INDEPENDENCE.