



Faculty of Applied Languages

NEWS

MARCH 2026



UniMAC
UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION



PROFESSOR CECILIA ADDEI - RECTOR, UMAC

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EDITORIAL

REV. YAW ODAME GYAU - DEAN, FALAN

Dear readers, welcome to the maiden edition of the News magazine of the Faculty of Applied Languages (FALAN). I am highly elated that this project has finally happened. The creation of this news magazine stems from our commitment to fostering language education and collaboration and innovations within our faculty and the academic community. We have established this medium to share ideas, celebrate achievements, engage the public, and strengthen the bonds that unite us as language educators, creative innovators, scholars, and students.

The Faculty of Applied Languages (FALAN) is a dynamic hub of innovation and expression, encompassing a diverse group of Language, linguistics and communication disciplines in the five departments, namely Department of Arabic, Department of English, Department of French, Department of Foreign Languages and the Department of Indigenous Languages.

Here, individuals with a passion for the various disciplines impact practical, immersive teaching and learning to our students through projects that enable them to excel in their respective fields. Through interdisciplinary collaboration and dedication to exploring excellence, we strive to push the boundaries of language learning and contribute meaningfully to discourses in our fields of expertise as lecturers and students.

As part of raising leaders of tomorrow specialised in languages and communication, we have successfully organised capacity building workshops and training sessions for industry practitioners in various sectors. Recently among them is the training of 300 staff of the Komfo Anokye Teaching Hospital (KATH) in communication skills and language proficiency.

We have also embarked on some collaborations and partnership deals with the Ministry of Education and the Ministry of Special Initiatives at the Presidency. Our international collabora-

tions and exchange programmes have also received a boost through the efforts of our Rector and the Center for Global Education and Collaboration (CGEC). In terms of academic programmes, FALAN has successfully launched two new Bachelor of Arts Programmes namely, BA Arabic and BA French with Business Communication and we are pleased to announce that our first batch of students are underway and almost done with the first semester. The Certificate Programme in Language Proficiency (CPLP) is also running quarterly, and we are committed to providing immersive language training using technology and our well-resourced language laboratory.

This edition of FALAN NEWS seeks to showcase the incredible talent, achievements, and initiatives that define our commitment to strengthening the language bridges that transcend borders. Each issue will offer a glimpse into the faculty, from spotlights and student achievements to upcoming events and research publications.

FALAN NEWS serves as a platform for engagement and dialogue. We encourage all community members to contribute their ideas, insights, and experiences, fostering a culture of inclusivity and collaboration. As we embark on this journey together, we invite you to embrace the spirit of curiosity, innovation, and camaraderie that defines FALAN. Together, let us celebrate our successes, provide solutions to our challenges, and continue to inspire one another in our pursuit of excellence and academic rigour.

Thank you for joining us on this exciting journey. We look forward to the journey ahead and to the stories FALAN has yet to tell.

UniMAC-IL Rector Calls for Nationwide Communication Training as 300 KATH Staff Graduate



Story by Bismark Mensah@A/R.

The Rector of the Institute of Languages, University of Media, Arts and Communication (UniMAC-IL), Professor Cecilia Addei, has made a strong national call for the institutionalisation of professional communication training across Ghana's health sector and other sensitive public service institutions.

Speaking at the graduation ceremony of 300 staff of the Komfo Anokye Teaching Hospital (KATH) who successfully completed a professional communication programme, Prof. Addei emphasised that effective healthcare delivery in the 21st century goes beyond clinical expertise to include human connection, language use, and professionalism. She explained that UniMAC-IL identified key programmes in communication, language, and usage that directly support health workers in their interaction with patients.

This led to a collaboration with KATH to train its staff in professional communication, writing, record keeping, and appropriate language use in healthcare settings.

According to Prof. Addei, the way health workers speak to patients and conduct themselves professionally can significantly reduce patient anxiety and pain, while poor communication can worsen a patient's condition.

"There are many patients who come to the hospital, and how you talk to them matters. Professional communication can reduce pain, but a lack of it can increase suffering," she noted. She commended the visionary leadership of the Chief Executive Officer and Management of Komfo Anokye Teaching Hospital for investing in human capital.

Prof. Addei described the initiative as forward-thinking, stressing that while

many institutions focus mainly on infrastructure and equipment, KATH has prioritised people, the most critical asset in healthcare delivery.

The Rector highlighted that the programme was fully sponsored by the management of KATH, at no cost to the participants. She urged the graduates to recognise the value of the opportunity and demonstrate professionalism in their writing, speech, and interaction with patients.

“If someone uses their own resources to train you, it means it is important. You must go out there and showcase what you have learnt from the Institute of Languages,” she advised.

Prof. Addei further warned that poor writing and language use can distort information and negatively affect healthcare outcomes, underscoring the importance of accurate documentation and effective communication.

In a clear and urgent appeal, she called on the Ghana Health Service, the Honourable Minister of Health, and the Government of Ghana to make

professional communication training a standard requirement across the health sector.

She also recommended extending such training to other critical public service areas, including security, education, immigration, social welfare, and local government administration.







CPLP GRADUATION

Certificate Programme in Language Proficiency

By Kow Richardson



On 26 November, 2025 the Faculty of Applied Languages (FALAN) of the University of Media, Arts and Communication – Institute of Languages (UniMAC-IL), graduated the September 2025 cohort of students who successfully completed the Certificate Programmes in Language Proficiency (CPLP) at the East Legon Campus.

The twelve-week programme equipped students with practical proficiency in English, Arabic, German, French, Russian, Chinese, and Portuguese. A total of 137 students were awarded certificates for meeting the requirements across key components of language proficiency, including orals, writing, reading, comprehension, grammar, and composition.

The graduands, who expressed appreciation to the Institute, came from several countries including Burkina Faso, Benin, Nigeria, Russia, Ivory Coast, and Ghana, reflecting the Institute's commitment to cultural diversity and inclusivity.

In her address, the Rector of the Institute, Professor Cecilia Addei, congratulated the graduands and encouraged them to contribute meaningfully to society through language education. She also urged them to share the knowledge they have acquired and recommend UniMAC-IL to friends and family interested in pursuing language studies.





The Dean of the Faculty, Rev. Yaw Odame Gyau advised the graduands to step confidently into their careers and communities, recognising that language is more than words; it is identity, culture, and power. He encouraged them to use their newly acquired skills to inspire, lead, and contribute to societal transformation.

Admission for the January intake is still open. Prospective applicants are encouraged to apply for the following degree and diploma programmes:

- **BA Bilingual Business Administration**
- **BA French with Business Communication**
- **BA Arabic**
- **BA Translation**
- **Diploma in Bilingual Business Administration**
- **Diploma in Arabic.**

Prospective applicants can also apply for the Certificate Programme in Language Proficiency in German, English, French, Russian, Spanish, Chinese and Portuguese.

Interested individuals are encouraged to apply and enrol. Visit admissions.unimac.edu.gh and apply. #EnrollNow





FALAN LOGO LAUNCH



By Ebenezer Azamade.

The Faculty of Applied Languages, originally called the School of Languages (S.O.L.), is one of the three schools of the then Ghana Institute of Languages. It was the first school of the Institute, and it was established by the first president of Ghana, his excellency Osagyefo. Dr. Kwame Nkrumah. The school was established by an executive instrument (LI 114), and placed under the office of the president.

In 1969, the Legislative Instrument 114, was revoked and replaced by National Liberation Council Decree 324 of NLCD, 224 of 1969. It was established to teach certificate courses in foreign languages namely Arabic, Chinese, English, French, German, Portuguese, Russian and Spanish at various levels in order to promote Pan-Africanism and a cordial relation between Ghana and its neighbors, because the country Ghana is surrounded by Francophone countries only.

Being the first of its kind in West Africa, the school became very popular and useful, not to Ghanaians alone but also to foreign Nationals desirous to study English language especially for various reasons.

It first started with one campus (Adabraka campus) located in Accra and later



Meaning of the FALAN Logo

A combination of the Speech bubble and the Globe with various colours representing our commitment to global excellence in language proficiency, international appeal, communication and inclusivity.

Colours: UniMAC Colours plus multi-colours

Prussian Blue: for stability, authority and elegance

Burgandy: Power, tradition and royalty.

expanded to Kumasi, Tamale, and East Legon in Accra. G.I.L also had satellite campuses across the country including Bolgatanga, Walewale, Bawku, Sunyani, Takoradi and Tema. SOL was the only school at the Institute where no formal requirements were needed from Applicant before enrollment. The school of languages was the mother of the three schools (School of Languages, School of Translator and School of Bilingual Secretary), because it supplied lecturers to all the three schools.

In 2015, the school adopted the Common European Frame for Language reference (A1, A2, B1, B2, C1) certification. With well-trained and qualified lecturers, the school has been able to meet the needs and satisfaction of its clients irrespective of their demand (Regular courses, special courses and online teaching.)

With the merger of the three institutes (Institute of Languages, Institute of Journalism and National Film and Television Institute), into the University of Media Arts and Communication, the school has been renamed the Faculty of Applied Languages (FALAN) and consist of five departments, one of which has been mandated to teach indigenous African languages. The five departments are;

1. Department of English headed by Dr. Grace Nana Aba Dawson-Ahmoah
2. Department of Arabic headed by Dr. Mohammed Yunus Hani
3. Department of French headed by Mr. Azamede Ebenezer
4. Department of Foreign Languages headed by Dr. Deborah Sabuki Mensah
5. Department of Indigenous African Languages headed by Dr. Esther Nana Amina Wiafe-Akten

The current Dean of the Faculty is Rev. Yaw Odame Gyau. The faculty has introduced three new programmes, namely

1. Bachelor of Art in French with Business Communication
2. Bachelor of Art in Arabic
3. Diploma in Arabic





PINK POWER MEETS ENGLISH Proficiency

By Dr. Nana Aba Dawson-Ahmoah

This October, the Department of English did something truly special: we turned language into a tool for change! As part of our English Proficiency Immersion Activity Day, our incredible students stepped up, spoke out, and showed up for Breast Cancer Awareness Month. With confidence, clarity, and compassion, they expressed their thoughts, shared facts, and raised awareness on one of the most important health conversations of our time, all in English!

Indeed, when you master a language, you gain the power to speak on what matters. The energy was electric, the voices were powerful, and the conversations were meaningful – and just when we thought it



couldn't get any better, the day was capped off with hot popcorn and ice-cold Ghanaian yoghurt, which had everyone smiling from ear to ear!

To our amazing students, you made us proud. You proved that English proficiency isn't just about grammar and vocabulary; it's about using your voice to impact the world around you.

To every woman who has fought, is fighting, or has been touched by breast cancer, we see you. We honour you. We stand with you. Early detection saves lives. Know your body. Speak up. Stay healthy.

- #BreastCancerAwareness
- #PinkOctober
- #DepartmentOfEnglish
- #EnglishProficiency
- #ImmersionDay
- #SpeakUp
- #LanguageForChange



Special Initiatives



UniMAC-IL PRESENTS STRATEGIC PROPOSAL TO THE MINISTRY OF EDUCATION TO DEEPEN GHANA–BURKINA FASO LANGUAGE PARTNERSHIP

By Kow Richardson.

In a significant step toward strengthening educational diplomacy between Ghana and Burkina Faso, the Institute of Languages of the University of Media, Arts and Communication (UniMAC-IL) has formally presented a comprehensive proposal to the Ministry of Education to support the ongoing bilateral arrangement on language education between the two countries.

The proposal was presented to the Technical Advisor to the Minister of Education, Prof. George KT Oduro, by the Dean of the Faculty of Applied Languages, Rev. Yaw Odame Gyau. The engagement underscores Ghana's commitment to regional integra-

tion, academic collaboration, and capacity building within the West African sub-region.

The Ghana–Burkina Faso bilateral arrangement seeks to enhance language proficiency and cross-cultural competence, particularly in English language training for Burkinabé students and professionals. As English continues to serve as the dominant language of global trade, diplomacy, and academia, the need for structured, high-quality English language instruction has become central to Burkina Faso's international engagement strategy.

In presenting the proposal, the Dean of FALAN, Rev. Gyau highlighted

UniMAC-IL's longstanding reputation as Ghana's premier language training institution. "With decades of specialized experience in teaching English as a second language, curriculum design, translation studies, and professional communication, UniMAC-IL stands uniquely positioned to deliver intensive, results-oriented English language programmes tailored to the needs of Francophone learners".

The proposal outlined several compelling reasons UniMAC-IL is best suited to spearhead this initiative: Specialized Expertise in Language Education, Proven Track Record, Tailored Curriculum for Francophone Learners, Alignment with Government Policy and Infrastructure and Institutional Capacity.

The Dean emphasized that beyond language acquisition, the programme would foster deeper people-to-people connections, enhance diplomatic relations, and create pathways for trade, academic exchange, and regional mobility.

Receiving the proposal, Prof. George K. T. Oduro commended UniMAC-IL for its proactive leadership and strategic alignment with national policy objectives. He acknowledged the Institute's depth of expertise and institutional credibility, expressing strong confidence in its ability to deliver on the mandate.

Prof. Oduro indicated that the Ministry values partnerships

that combine academic excellence with national development priorities. He noted that UniMAC's proposal reflects not only technical competence but also a clear understanding of Ghana's broader diplomatic and educational goals within the ECOWAS framework.

He further assured the delegation of the Ministry's readiness to facilitate the necessary processes to advance the initiative, reaffirming government's trust in UniMAC's capacity to execute the programme effectively.

The proposed programme is expected to significantly enhance Ghana's role as a regional centre for language training and academic collaboration. By equipping Burkinabé participants with strong English language skills, the initiative will expand access to international opportunities while reinforcing Ghana's leadership in education and cultural exchange.

As discussions progress, UniMAC-IL remains poised to translate policy into impact leveraging its expertise to deliver transformative language education that strengthens bilateral ties and advances national development objectives. This development marks yet another milestone in Ghana's commitment to regional integration, academic excellence, and strategic diplomacy through education.

The Dean was accompanied by the Head of Department of English, Dr. Grace Nana Aba Dawson Ahmoah and the Head of Public Relations, UniMAC-IL.

Special Initiatives



UniMAC-IL SIGNS LANDMARK DEAL WITH MINISTRY OF SPECIAL DEVELOPMENT INITIATIVES TO DRIVE LANGUAGE TRAINING FOR GLOBAL JOBS

By Kow Richardson

In a bold and strategic move to reposition Ghana's labour export agenda, the Institute of Languages of the University of Media, Arts and Communication (UniMAC-IL) has signed a landmark Memorandum of Understanding (MoU) with the Ministry of Special Development Initiatives to deliver structured language training for Ghanaian workers seeking employment abroad. The agreement signals a decisive shift in national policy, placing language proficiency at the heart

of Ghana's global labour competitiveness.

At a brief but high-level ceremony to officially hand over the signed MoU, the Minister of Special Development Initiatives Hon. Emmanuel Agyekum described the partnership as a critical intervention in preparing Ghanaian workers for the realities of the international job market.

"This is not just about sending people abroad; it is about preparing them to



succeed when they get there. With the right language skills, our workers will not only access opportunities but excel in them. This partnership ensures that Ghanaian labour is recognised globally for its quality and readiness,” the Minister stated.

According to the minister, the MoU aligns directly with Ghana’s National Labour Export Policy, addressing one of its most persistent challenges—communication barriers faced by migrant workers.

Giving some details under the agreement, Hon. Agyekum indicated that UniMAC-IL will design and implement targeted, short-term, occupation-focused language programmes in Arabic, Chinese, Russian, French, German, Portuguese and Spanish depending on the country the labour is needed.

Representing the Vice Chancellor, Prof. Eric Opoku Mensah, and the Rector of the Institute, Prof. Mrs. Cecilia Addae, the Dean of the Faculty of Applied Languages, Rev. Yaw Odame Gyau, described the initiative as a defining national assignment.

“We see this as a responsibility to the nation. Our focus is to deliver practical, industry-relevant language training that equips Ghanaian workers not just to communicate, but to integrate

and thrive. Language is a tool of empowerment, and we are ready to deploy it at scale,” Rev. Gyau said.

Rev. Gyau further explained that unlike traditional academic courses, the training will prioritise practical communication skills tailored to specific job environments, including healthcare, agriculture, education, construction, hospitality, aviation and domestic services.

For years, Ghana’s labour migration efforts have been undermined by limited language preparedness, often restricting workers’ ability to secure better roles and working conditions abroad. The new partnership seeks to change that narrative by embedding language readiness into pre-departure training.

Implementation of the programme is expected to begin in phases, with pilot training cohorts aligned to priority destination countries under existing bilateral labour agreements.

For UniMAC-IL, the deal reinforces its growing role as a national hub for applied language training. For the government, it represents a concrete step toward transforming labour export into a structured, value-driven economic strategy.

Partnership with Meilleur Language Centre

By Kow Richardson

The Institute of Languages of the University of Media, Arts and Communication (UniMAC-IL) has officially launched a strategic educational partnership with the Meilleur Language Centre, located within Corricreche and Crimson Dawn Schools, Akosombo.

The announcement was made during the 25th Anniversary Celebration of Corricreche and Crimson Dawn Schools, where Rev. Yaw Odame Gyau, a Senior Lecturer and Dean of the Faculty of Applied Languages delivered a speech on behalf of the Rector of the Institute of Languages, Prof. Cecilia Addei.

The partnership, sealed through a Memorandum of Understanding (MoU) in 2025, is aimed at delivering world-class language education to learners in Akosombo, surrounding communities, and beyond. Through this collaboration, UniMAC–Institute of Languages will deploy its best and most experienced lecturers to teach at the Meilleur Language Centre.

Importantly, students of the Meilleur Language Centre will be recognised as students of the Institute of Languages, UniMAC, and will receive globally accepted UniMAC certified certificates, opening doors to opportunities in diplomacy, business, media, culture, and international engagement.

Speaking at the event, Rev. Gyau described the partnership as strategic, intentional, and transformational, declaring that “the best has come to Akosombo.”

The Institute of Languages congratulated the Management, Staff, Students, and



Alumni of Corricreche and Crimson Dawn Schools on their 25 years of excellence and commended them for their visionary investment in education through the establishment of the Meilleur Language Centre.

The collaboration positions Akosombo as an emerging hub for global-standard language education, reinforcing UniMAC's role as Ghana's premier language institution.



IMMERSIVE LEARNING @ the LANGUAGE LABORATORY



By Dr. Nana Aba Dawson-Ahmoah

Amazing Day at the Language Lab!

Our English Proficiency students had an incredible time at the Language Lab today for their oral skills practical.

The energy was electric as students dove into interactive speaking exercises, pronunciation drills, and real-time conversation practice. With state-of-the-art equipment and supportive instructors, everyone got hands-on experience improving their speaking fluency and confidence.

What made it special:

Individual recording booths for personalised practice, instant feedback on pronunciation and intonation.

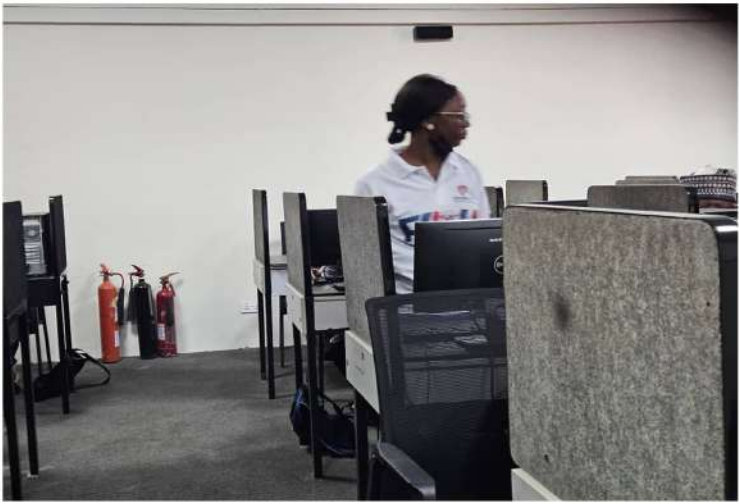
Interactive group activities and role-play sessions. A fun, supportive learning environment.

The smiles on our students' faces said it all! Many shared that this practical session helped them break through their fear of speaking English and gave them the tools to communicate more confidently.

Huge thanks to the Language Lab team for hosting the students and creating such a positive learning experience!

#EnglishProficiency
#LanguageLearning
#OralSkills
#UniMAC-IL
#SpeakingPractice
#LanguageLab





Orientation of Fresh Students

By Kow Richardson

Fresh students were officially welcomed into the UniMAC-IL community with an insightful orientation session from the Rector and her team of academic and administrative staff, who shared insights concerning the various faculties and departments of the Institute. FALAN and SoTaBBS were glad to orient fresh students about our new programmes, namely BA French with Business Communication, BA/Diploma in Arabic, BA Bilingual Business Administration (BBA) and the BA Translation programmes respectively.

Here is a glimpse of some key moments from the day as we kick off a new day with our newest students!

#UniMACFreshers
#OrientationWeek
#ENROLNow



IL Alumni

UniMAC-IL ALUMNI TRANSFORM CAMPUS WITH MAJOR WASHROOM RENOVATION DRIVE



By Kow Richardson

In a remarkable show of commitment and institutional pride, alumni of the Institute of Languages of the University of Media, Arts and Communication (UniMAC-IL) have renovated key washroom facilities at the East Legon campus of the Institute, delivering a timely intervention that is already improving hygiene and student welfare on campus.

The initiative, spearheaded and funded by the alumni body, has been described as both a practical solution to a pressing need and a powerful statement of giving back.

Presenting the renovated facility to the Management of the Institute, the alumni leadership, led by Gideon Pledge, under-

scored the motivation behind the initiative as a commitment to give back to the institution that shaped their academic and professional journeys.

“This Institute gave us a foundation, and we believe it is our responsibility to contribute to its growth. This project is just a starting point, we are committed to doing more to support current and future students,” he stated.

His remarks reflected a broader vision among the alumni to move beyond symbolic engagement and invest in practical, high-impact interventions.

Receiving the gesture on behalf of the Institute, the Rector of the Institute,

Prof. Mrs. Cecilia Addae expressed profound appreciation to the alumni for what she described as a “thoughtful and impactful contribution.”

“This gesture by our alumni is deeply appreciated and highly commendable. It reflects their continued connection to the Institute and their willingness to support its growth,” Prof. Addae stated. She used the occasion to urge the alumni to sustain their engagement, noting that while the renovation addresses a critical need, there remain other pressing areas requiring support.

“We encourage our alumni to continue partnering with us in addressing other critical needs of the Institute. Together, we can significantly enhance the learning environment and the overall development of UniMAC-IL,” she added.

The upgraded facilities now boast improved sanitation systems, modern fixtures, and a more conducive environment for students and staff addressing long-standing concerns about the condition of essential infrastructure.

For many within the Institute, the transformation is not just physical but symbolic, restoring a sense of dignity and comfort in daily campus life. The project highlights a strengthening culture of alumni involvement at UniMAC-IL—one that prioritises tangible contributions to institutional development.

With the successful completion of the washroom renovation, attention is now turning to how alumni support can be expanded to other priority areas, including teaching resources, student support systems, and infrastructure upgrades.



FALAN Spotlight

MARCH 2026 Edition

This edition of the SPOTLIGHT is focused on four Faculty members blazing the research and publications trajectory globally. Congratulations to our FALAN members. We acknowledge your efforts in advancing research in UNIMAC/FALAN.

Social media advertising of gamified problem gambling: a mixed-method analysis of the advertising nexus and financial motivation of Gen Zs

Yaw Odame Gyau

University of Media, Arts and Communication-Institute of Journalism (UniMAC-IJ), Ghana

<https://orcid.org/10000-0001-8214-8938> DOI: <https://doi.org/10.29329/jsomer.53>

Abstract

Gamified Problem Gambling (GPG) is an increasingly popular trend in Africa, with many young individuals using numerous gambling apps. Numerous studies have identified Social Media Advertising (SMA) as the primary channel for raising awareness and driving participation in GPG. The desire to become rich overnight has been a strong motivator for Gen Zs to engage in GPG, as other studies have found. Consequently, this research aimed to investigate how SMA of GPG influences the financial motivation of Gen Zs and the extent to which Trust, Affect, and Loyalty mediate the nexus. The Cognitive Theory of Gambling, the Relative Deprivation Theory, and the Weak Theory all contribute to the theoretical underpinning for this study. This study adopted the Explanatory Sequential Mixed-Method and Quota

sampling techniques to collect data from 617 Ghanaian university students. The results were analyzed using PLS-SEM and NVivo (v. 14). The findings revealed that SMA of GPG has a significant impact on FM. Loyalty, Affect, and Trust of Gen Zs strongly mediate the nexus between SMA of GPG and FM to patronize sports betting. The study contributes to the literature on SMA and GPG and recommends that, to ensure sports betting companies remain in business, they must address the concerns of Gen Z bettors as revealed in this study and respond accordingly, since they are their major clients.

An analysis of deliberate metaphor framing of Ghana's E-levy on social media platforms.

Author(s): Grace Nana Aba Dawson-Ahmoah(1) and Patrick Nana Wonkyi(2)

Abstract

To express displeasure with the introduction of the electronic transaction tax (E-levy), Ghanaians use humorous and unorthodox metaphors to describe its implementation. This paper examines how Ghanaians employ deliberate metaphors as source domains to communicate the adverse effects of the E-levy policy on their lives. The study focuses on the conceptualisation of the E-levy on Ghanaian social media platforms and explores what these deliberate conceptual representations reveal about the sociocultural contexts in which they are used. Findings show that the metaphoric structures surrounding the E-levy indicate Ghanaians' resistance to the policy. These conceptualisations demonstrate how Ghanaians oppose the introduction of the E-levy. The primary conceptual domains used to describe the E-levy are drug, theft, religion, murder, sports, and threatening creature.



Rev. Yaw O. Gyau
Dean, Faculty of Applied Languages (FALAN)



jsomer.org



Dr. Grace Nana Aba Dawson-Ahmoah
Head, Department of English



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An analysis of deliberate metaphor framing of Ghana's E-levy on social media platforms

Author(s): Grace Nana Aba Dawson-Ahmoah¹ and Patrick Nana Wonkyi²

[View Affiliations](#)

Source:

International Journal of Language and Culture

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FALAN Spotlight

MARCH 2026 Edition

Abstract

This study aims to explore the concept of linguistic competence and its impact on the effectiveness of communication and persuasion among students of the Department of Arabic Language at the University of Media, Arts and Communication (UniMAC) in Accra, Ghana. The research is conducted in light of modern linguistic and communicative theories. The central problem revolves around the extent to which students possess the necessary linguistic skills that enable them to communicate effectively, both in academic and social contexts, and their ability to persuade and influence through language.

The study adopts a descriptive-analytical approach, examining various levels of linguistic competence (grammatical, pragmatic, sociolinguistic, and functional), and linking them to key theoretical frameworks such as Habermas's theory of communicative action, interactionist theory, and speech act theory. The research includes field data collection through questionnaires and structured interviews with a sample of students, in addition to a linguistic content analysis of selected written and oral productions.

The findings reveal a variation in the levels of linguistic competence among the students, which directly affects their ability to express themselves and influence others. The results also show that enhancing linguistic competence—particularly its pragmatic dimension—significantly contributes to the improvement of both spoken and written communication, and strengthens persuasive skills among learners.

The study recommends the development of Arabic language curricula for non-native speakers in ways that enhance communicative competence, link language instruction to real-life and interactive contexts, and benefit from the outputs of international linguistic conferences and symposia.

Keywords: Linguistic Competence – Communication – Persuasion – UniMAC – Accra, Ghana.

The Structure and Communicative Import of Selected Proverbs in Nzema Language and Culture

Mohammed Yakub* and Nana Anima Wiafe-Akenten

Department of Akan-Nzema Education, University of Education, Winneba

Abstract

Adopting an Ethno-pragmatics framework, the current study aims to describe the sentential structures and communicative imports of selected proverbs in Nzema, a Kwa language of Ghana, West Africa. Using data obtained from primary and secondary sources, this study identifies the structural properties of the proverbs by further highlighting structures which contribute to the pragmatic interpretations of these proverbs. The findings revealed that structural properties such as conditional constructions, causative constructions, focus constructions, and simple, compound, and complex-embedded sentences are prevalent in the syntactic manifestation of Nzema proverbs; which make affirmative and negative propositions. Hence, it was observed that these structural features have a significant contribution to determining the pragmatic import of these proverbs, based on the Nzema social norms, values, beliefs, experiences, and cultural worldview. This research also underscores existing postulations that proverbs are 'multi-layered' in terms of their interpretations, and they rely heavily on metaphoric representations and contextual use in any situation. Additionally, it was also noted that the oral construction of proverbs in Nzema is grammatically insightful; and thus, provides a window to the syntactic description of the Nzema language.

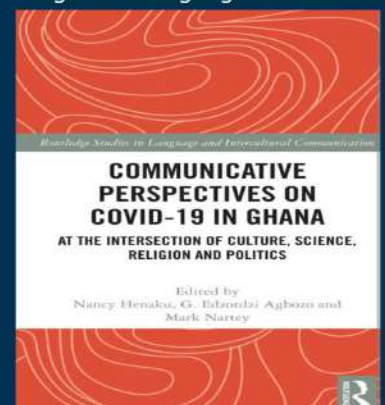
Keywords: communication, Nzema proverbs, pragmatic imports, sentential structures



Dr. Mohammed Hani Yunus
Head, Department of Arabic



Dr. Nana Anima Wiafe Akenten
Head, Department of
Indigenous Languages



INSTITUTE OF LANGUAGES PROGRAMMES

Admission for the May intake is now open. Prospective applicants are encouraged to apply for the following degree and diploma programmes:

- BA Bilingual Business Administration
- BA French with Business Communication
- BA Arabic
- BA Translation
- Diploma in Bilingual Business Administration
- Diploma in Arabic.

Prospective applicants can also apply for the Certificate Programme in Language Proficiency in German, English, French, Russian, Spanish, Chinese and Portuguese.

Interested individuals are encouraged to apply and enrol.
Visit admissions.unimac.edu.gh and apply.
hashtag#EnrollNow

The Institute currently runs two professional programmes. They are,

- Bachelor of Arts in Arabic
- Bachelor of Arts in Bilingual Business Administration
- Bachelor of Arts in French with Business Communication
- Bachelor of Arts in Translation Studies
- Diploma in Arabic
- Diploma in Bilingual Business Administration
- Certificate in Language Proficiency
- Akan
- Arabic
- Chinese
- English
- French
- German
- Portuguese
- Russia and
- Spanish

Visit www.unimac.edu.gh and apply now.
#EnrollNow

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**ADMISSION
OPEN**



The University of Media, Arts and Communication – Institute of Languages (UniMAC-IL) warmly invites applications from suitably qualified candidates for admission into its 12-week Certificate Course.

CERTIFICATE IN LANGUAGE PROFICIENCY

This course is designed for Ghanaians and Foreign Nationals irrespective of their knowledge of the Language they desire to study.

LANGUAGES AVAILABLE

Akan	German
Arabic	Russian
Chinese	Spanish
English	Portuguese
French	Quranic Arabic

LEVELS

Lower Beginner	A1
Lower Intermediate	B1
Upper Beginner	A2
Upper Intermediate	B2
Advance	C1

PROGRAMME DURATION

The Certificate in Language Proficiency is for a period of 12 weeks (May - July 2026)

CAMPUSES/STUDY CENTRES

Adabraka-Accra
East Legon Campus
Kumasi Campus
Tamale Campus

COST OF APPLICATION FORMS

Certificate Programme
-GH¢200.00

Closing date for applications

**FRIDAY, 29TH
MAY 2026**

HOW TO APPLY

Applicants should purchase the application form from the following platforms

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Proceed and log onto Online Admission Portal:
<http://admissions.unimac.edu.gh> to begin the application process.

For any further information, enquiries or help, contact:

Phone: 0256112211, 0256112210

Website: www.unimac.edu.gh/www.gil.edu.gh.
Communication - Institute of Languages

Instagram: [Institute_of_Languages_unimac](https://www.instagram.com/institute_of_languages_unimac)

Email: info-il@unimac.edu.gh

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- Bachelor of Arts in Bilingual Business Administration
- Bachelor of Arts in French with Business Communication
- Bachelor of Arts in Translation Studies
- Diploma in Arabic
- Diploma in Bilingual Business Administration
- Certificate in Bilingual Business Administration
- Certificates in Language Proficiency

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