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THE EFFECTS OF THE MASS MEDIA ON STANDARD ENGLISH USAGE

¹Augustine Owusu-Addo, ¹Yeboah, Mensah–Aborampah, ¹Dedo Williams Johannes Yao, & ¹Larissa Agbemelo-Tsomafo

¹Catholic University College of Ghana, Fiapre, P.O. Box 363, Sunyani

aoaddo58@aol.com, yaborampah@yahoo.com, yohannesd1@hotmail.com, laris420000@gmail.com

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Abstract: This study discovered that print and social media may have a favourable impact on its English language users'. The research visualizes the Effects of the Mass Media on Standard English Usage in Ghana. Nevertheless, social media, in particular, engrosses language students with its deceit, unscholarly and grammatical material, revolting language, and phoney version of Standard English. This study might serve as a supplement to any future research on English language acquisition in print and social media. The research findings suggest the need for media practitioners to be more circumspect to promote Standard English usage by paying attention to correct expressions, ensuring good grammar and punctuation etc. Additionally, this research establishes that some attention needed to be given to the Mass Media (Electronic and Print Media) in terms of human resource training to sharpen their skills to be able to educate, inform and entertain whiles using appropriate and acceptable language. This research is intended to be used as a teaching tool for media (especially electronic and print) workers who want to improve the perceived credibility and correctness of their publications. Indeed, the study has demonstrated that the Mass Media (particularly Electronic and Print media) have a great impact on Standard English usage in Ghana, which can be either negative or positive. As a result, both electronic and print media influence how individuals write and speak English in both positive and harmful ways. Nevertheless, if they (electronic and print media) can't make themselves look important, there's a strong chance they won't have a big impact on language preservation.

Keywords: Accuracy, Bias, Credibility, Error, Media, English

1. INTRODUCTION

Without a question, English retains its worldwide standing as a world language, as the most commonly spoken language in the world, particularly outside of its homeland. This is in contrast to Mandarin Chinese, which, while having the highest number of speakers in the world, is mostly spoken in China. "One look at the global map indicates that English today exists in every strategic corner of the planet, either as a mother tongue, as an official or second language," writes (Rutledge & Petrides, 2012). According to a study, English is used in more than half of the world's scientific publications (Hadlington, 2018). The internet's primary language is currently English. The language "serves as a language of power, inclusion, and exclusion in global activities" all over the world (Chumaidah, 2021). Despite its colonial origins, English has evolved into a language that has a significant impact on its immediate surroundings, often dominating the linguistic landscape. Despite the language's non-indigenous nature in the nation's linguistic family, it has established itself as a second language in Ghana, where it was previously a foreign language. The usage of English in most of Ghana's linguistic areas ensures that it will continue to be used as a second language for a long time. "The...language came to us through colonialism, but, like colonial religion, it has developed beyond being a simple remnant of colonialism," according to Egya (2008/2009, p. 3). It has become part of everyday life in many poor countries throughout the world.

Unlike some other foreign languages, which are restricted to the classroom or diplomatic circles, the usage of English is not limited. English is a language that is learned and widely used in Ghana, in addition to the vernacular (a variety of mother tongues). The English language's dominance in Ghana, like Nigeria's, is obvious in its superimposition on the country's various indigenous languages (Paliokas et al., 2021), as well as its inclusion in Ghanaians' socio-economic and political lives (C.P et al., 2013). At the national level, it is the language of governance and administration, and it is quickly becoming the same at state levels across the country. The country's laws, as codified in the Republic of Ghana's

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Constitution of 1992, are coded and interpreted in English, with occasional translations into indigenous languages. Furthermore, English is the primary language of broadcast and reporting in Ghana's mass media (particularly the electronic and print media). Indeed, except for a few instances where local languages are used, all of Ghana's national newspapers (including the "Daily Graphic," "Daily Guide," "Phobia News," "Ghanaian Times," and "The Mirror") are written in English.

Mass media relate to communication technology, which may be utilized to disseminate information and connect with a wider audience in multiple languages (Sociology Central, 2011). (Sociology Central, 2011). It comprises graphic communications of the early eras or the advanced-technology media that are available now. It has evolved into a necessary component of man's existence. Media and entertainment are inseparable. Information, advertising, sales, and marketing can all be shared more effectively through the media. There are three types of mass media: (i) print media, which includes newspapers, magazines, booklets and brochures, and billboards; (ii) electronic media, which includes television and radio; and (iii) news age media, which includes smartphones, electronic books, tablets, internet, and computers.

The mass media are strong instruments for setting agendas and bringing attention to issues, solutions, or persons in ways that benefit the powerful while detracting from opposing individuals or groups (Androutsopoulos, 2007). Furthermore, they promote knowledge development by assuring growth, sustenance, and preservation through documentation. Indeed, "information encourages group action since it is impossible to coordinate and modify without it" (Androutsopoulos, 2007). This is where appropriate language, both in terms of choice and intelligibility, becomes critical. Standard English is described as "spoken and written English that is deemed acceptable by most people" by the Macmillan Dictionary (2010). Pyles and Algeo (1993) go on to say that "part of the idea about Standard English is that it is christened the real form of the discourse and that other forms are wrong."

Standard English is the "dialogue of choice both in government and the law; it is the dialect of literacy and education, and it is the dialect of the upper social classes" and renowned version of English, the state again. Pyles et al. (1993) go on to say that adopting Standard English in such high-status situations as the ones listed above strengthens Standard English's status. Furthermore, it implies that using Standard English is required for participation in high-status functions/contexts. Accents show this plainly. Received Pronunciation (RP) is a British English variant, for example. There are "three main types of RP: conservative, general, and advanced."

Conservative RP is a historic accent associated with older speakers from specific socioeconomic backgrounds, whereas General RP is typically regarded neutral in terms of the speaker's age, career, or lifestyle, and Advanced RP is the speech of the newer generation of British speakers." This type is frequently referred to as "British Broadcasting Corporation (BBC) English," according to Rönnerdal and Johansson because it is utilized in the media as well as in public schools. Approximately 3% of native English speakers use Received Pronunciation (2005:12). Pyles et al. (1993) go on to say that Received Pronunciation is the affluent and educator's accent, which doesn't reveal where the speaker is from.

Linguists have discovered that, due to the widespread usage of English over the world, there are different variants of the language. This is especially evident in locations where native English speakers once invaded. These types are distinct from one another as well as from the common varieties prevalent in Native English-speaking areas. English is often used alongside various local languages in these situations, typically as an important second language with an official role. The exoglossic language is inevitably influenced by its linguistic and socio-cultural context in various language contact circumstances (Bappayo et al., 2021). This is referred to as nativisation and/or acculturation. English is utilized to transmit people's socio-cultural experiences, and it is no longer regarded as a foreign language, but rather as one of several languages that multilingual speakers can employ. "Consequently, the English language in these circumstances acquires some structural elements that make it different from native English at all linguistic levels" (Bappayo et al., 2021).

Mohammed (2003, p. 646) situates it more concisely: "Since people learn about new breakthroughs in science and technology through the mass media, mass communicators must package the message efficiently for the end-users." He goes on to explain that if English must be used, it must be simplified for the average person to read, in keeping with Defoe's concept of a language of mass communication (Bappayo et al., 2021) sums up the situation by advising journalists to write

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in plain English for their audience, avoiding jargon, slang, pomposity, academic obscurity, and jargon.. To mobilize people, it is necessary to use acceptable language that is communicated in a clear and straightforward manner, among other things. As agents of growth and development through communication, the media should enable free flow of information by making new development ideas available to the majority of the population through proper choice and a level of language that is easily understandable. "As it is today, there is no other language...for official and inter-ethnic communication aside from...English," according to the Nigerian government. The question isn't whether we embrace it or not; it is how one uses it to meet the communicative and social needs of people" (Bappayo et al., 2021).

Information needs and its widespread dissemination has always been apparent, even in man's infancy, because information is "a data value in decision making that works as the live wire of every organization," according to Momodu (2001, p. 30), quoting World Book Encyclopedia. "Communication is a necessary aspect of social cohesion at whatever evolutionary level," Banjo and Unoh (1976, p. 62) had previously stated. In many multilingual countries, it is considered as a language bridge across the mucky waters of Babel of voices. "As a window to the world, English is seen as the finest method of achieving economic, social, and political success," it has been said (Svartvik & Leech, 2006, p. 7). The Bible confirms this by saying, "...who shall ready himself for the war if the trumpet makes an uncertain sound?" (I Corinthians 14: 8).

Similarly, who will understand what is communicated and then prepare for participation in sustainable national development if those who are to disseminate comprehensible development messages to the people use inappropriate or complex language, especially when the language is not indigenous? This makes publishing in vernacular languages unattractive. In terms of development, English is an irresistible language because "English language becomes a sine qua non for any nation, particularly in the third world, to be relevant and derive maximum benefit from the opportunities that abound in every area of human need, for both personal advancement and national development" (Bappayo et al., 2021). This is considerably more persuasive in the context of globalisation. This is why English continues to be the development language in the great majority of developing nations across the world, as well as in some developed Asian countries where it is studied and used as a foreign language.

According to research, comprehensibility is hampered by Nigerian journalists' complex use of English (Owolabi, 2007), but this is unique to the print media, since the electronic media's use of English is understandable to encourage people to engage in sustainable development. Nigerian print journalists may not be alone in their sophisticated usage of English. Pickup (1989, p. 5) observes that "journalists all seem to share a great delight in juggling with words" and concludes that while unnatural use of words through the adoption of figurative expressions may be highly inventive and fulfilling for journalists, it is linguistically challenging for readers who are not as linguistically endowed as the writers. According to Nostrand and Pettigraw (nd), a writer and his reader have a contract, and if the writer forgets his reader's frame of reference, he fails to communicate. Because "no reader will make an effort to understand if the writer has not first made an attempt to communicate," a writer should not presume that gratifying oneself would satisfy readers (Nostrand & Pettigraw, p. 62). Information must flow unhindered if people are to be actively involved in progress, especially in developing multilingual nations, because nothing happens without information unless it is divine (Bappayo et al., 2021).

Mass media as amply demonstrated above serve a critical role in the lives of people around the globe with information and education. Another vital role of the mass media according to experts is the agenda setting by focusing public attention on key public issues through a well-tailored and documented influence. People get real knowledge about current events through the news media, and readers and viewers learn how much importance to place on a topic based on the media's attention on it. Newspapers, radio stations, and television stations present numerous indicators of the importance of a topic in the daily news, such as lead stories, front page headline articles, and the amount of time devoted to a story item.

Ghana has a solid legal and regulatory framework for the media, guaranteeing that it has the space and freedom to operate. Ghana has detailed media provisions, according to the Africa media barometer report for 2013, and the constitution acknowledges the essential function of the media as the watchdog of society and the state. It also makes it a responsibility for all agencies of the mass media, whether state-owned or commercial, to be free to respect the

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constitution's principles, provisions, and aims, and to hold the obligation of maintaining government accountability to the people. The National Media Commission (NMC), which was established by the constitution to govern the media and defend media freedom and independence, is another example of this. Given the constitutional and legal framework within which the Media operate and the fact that it is the watchdog of both society and the state, it is important to examine the possible effects that the Media have in promoting the use of Standard English in Ghana.

The mass media's educational significance in helping readers develop their English language skills cannot be overstated. (Bappayo et al., 2021). conducted a study to assess the usefulness of authentic resources in the mass media for learning colloquial English. The study's findings demonstrated the benefit of providing realistic materials in the development of foreign language speaking skills. On the one side, the study looked at the data acquired from EFL students' speaking, and on the other, it looked at the effectiveness of real mass media materials. The questionnaire revealed considerable evidences of the research undertaken rather than non-authentic course book contents, and the outcome showed a significantly high success rate of 80 percent. In comparison to the beginning of the year, the rate of precisely and fluently speaking a foreign language in class increased, according to the survey. Furthermore, the study's findings demonstrated that actual mass media materials used in class are far more effective and efficient than those found in textbooks.

Indeed, mass media tools provide learners with authentic experiences and resources that capture their attention and aid in the comprehension of language mechanics. They discovered that, notwithstanding their ignorance, English students believed that mass media tools had a beneficial impact on their speaking skills. Similarly, (Seyranyan & Westphal, 2021) believes that the media plays an important role in education. It has the potential to become a teacher or an interlocutor. Students' listening, accuracy, and fluency tend to improve as a result of exposure to the media. Students who are exposed to mass media tools or materials a lot, are more likely to produce more common daily expressions. This is even highly possible when the mass media tools or materials in question are chosen according to the spoken language in the context.

Additionally, notwithstanding the fact that the Media presents so many programmes for public consumption mostly in English, it is imperative to examine how the Media have possibly affected Standard English usage in Ghana and many parts of Africa. Ukoyen (2005) presented a paper at Ekiti State University's Department of English and Literary Studies and the University of Ilorin's Department of Linguistics and Nigerian Languages. The article focuses on the English language and the media as tools for long-term growth in a multilingual country. The document revealed that the English utilized was a simplified version of Standard English that could be understood by the general public.

Another research titled print media as a resource in the development of Cameroon English by Camilla Arundie Tabe (year of publication) of the University of Maruaa showed that the print media mixed indigenous languages to Standard English to narrate and give a proper account of events to the admiration of the local masses. Thus, the print media were seen borrowing indigenous words and employing idiomatic expression to convey meaning not be found in Standard English.

This research is grounded on the assumption that the Mass Media influence Standard English usage. It is against this backdrop that the researcher saw it necessary to find out the possible effects of the Mass Media (particularly Electronic and Print media) on Standard English usage in Ghana, using Sunyani as a case study. The study thus examines the connection between the Mass Media and Standard English as perhaps in some jurisdictions mentioned above. The purpose of this study then is to bridge this gap in the literature in Ghana and also to contribute to the literature on Media and Standard English usage.

2. MATERIALS AND METHOD

Study Area

Ghana is a country in Western Africa. It has borders with the Ivory Coast in the west, Burkina Faso in the north, and Togo in the east, and spans the Gulf of Guinea and the Atlantic Ocean to the south. Ghana spans a varied terrain and ecosystem, ranging from coastal savannahs to tropical rain forests, with a total area of 238,535 km² (92,099 sq mi). According to the 2010 census, Ghana's population was 24,200,000. The estimated population for 2020 is 30,777,000. Ghana is West Africa's

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second-most populated country, behind Nigeria, with this population. Accra, the country's capital and largest city, is joined by Kumasi, Tamale, and Sekondi-Takoradi as significant cities. Three main religions are found in Ghana to include: Christianity, Islam and African Traditional Religion. Ghana is a country with an average amount of natural resources, including industrial minerals, hydrocarbons, and precious metals. It is a digital economy in the making, with mixed economy hybridization and a developing market. Ghana is a country with a middle-income status. Ghana's economic growth was considerably slowed by the COVID-19 pandemic. Due to the drop in oil prices and weakening global economic activity, real GDP growth is expected to slow from 6.5 percent in 2019 to 1.7 percent in 2020. In 2020, the Ghana cedi depreciated by 3.1 percent, compared to a depreciation of 10% in 2019. (<https://en.m.wikipedia.org>).

Ghana's robust media has contributed significantly to the country's prosperity and democracy. This achievement has been built on constitutional guarantees for a free and independent press, including as anti-censorship, anti-government intervention, and anti-harassment legislation (Constitution of Ghana, 1992). Between September 9 and 25, 2017, the Afrobarometer team in Ghana, coordinated by the Ghana Center for Democratic Development (CDD-Ghana), interviewed 2,400 adult Ghanaians. One important conclusion was that just a small percentage of Ghanaians acquire their news from social media and the internet, while newspaper reading continues to fall. Young and well-educated Ghanaians are the most regular users of social media and the internet, whereas older and less-educated residents rely primarily on radio for news (Seyranyan & Westphal, 2021).

Sources of Study

The study analysed newspaper and social media contents. The newspaper sources for the study include, The Daily Graphic; Daily Guide; Phobia News; Ghanaian Times; and The Mirror. The social media include Facebook and Twitter. The Daily Graphic, which was founded in 1950 alongside the Sunday Mirror by Cecil King of the London Daily Mirror Group, is Ghana's most widely read daily newspaper, with a circulation of around 100,000 copies. The Graphic Communication Group Limited owns the Daily Graphic, a state-owned newspaper. Seven (7) times a week, The Daily Graphic is published (en.m.wikipedia.org).

The Daily Guide began as a private weekly newspaper with a political objective in the mid-1990s. The Daily Guide is a privately owned daily newspaper published in Accra, Ghana, and owned by the Blay family. The newspaper was founded in 1984. In recent years, the Daily Guide has evolved into a trustworthy publication that covers news topics without regard to politics. The Daily Guide is a privately owned daily newspaper in Ghana that has the second biggest readership. The newspaper is published Monday through Saturday and has a daily circulation of over 50,000 copies. The Weekend Chronicle is a weekend version of the newspaper (en.m.wikipedia.org).

The Ghanaian Times, previously the Guinea Press Limited, is a Ghanaian state-owned daily newspaper based in Accra. The Ghanaian Times was founded in 1957 as a printing press for the Convention People's Party by Ghana's first President, the late Dr. Kwame Nkrumah. It is published six (6) times a week and has a circulation of around 80,000 copies. ("About Us", *The Ghanaian Times*. The New Times Corporation, n.d. Web. 28 Aug 2012). The Mirror newspaper, a state-owned newspaper, is seen as the sister paper of the Daily Graphic. The Mirror was established in 1953. The paper is printed and published by the Graphic Communications Group in Accra. It is Ghana's most popular weekend paper (en.m.wikipedia.org).

Phobia newspaper was established to bring to the fans all the relevant news about Accra Hearts of Oak. Phobia Newspaper is the hub of Hearts of Oak news. Phobia Newspaper is strictly a sporting newspaper edition in Ghana. The main aim of the Phobia News is to provide all the latest Hearts of Oak news, match previews, and reports. Phobia News has grown a big audience quickly. (www.phobianews.com)

Facebook, Inc. is a Menlo Park, California-based international technological company. It was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes, who were all Harvard College roommates and students at the time. Today, Facebook is a widely used social media platform and social networking service throughout the world. It is one of the most valuable corporations in the world. Beyond its social networking platform,

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Facebook offers goods and services such as Facebook Messenger, Facebook Watch, and Facebook Portal. Except in countries where Facebook is prohibited, Facebook is a worldwide social networking site. (en.m.wikipedia.org.)

Twitter is a worldwide microblogging and social networking website founded in 2006 that allows users to publish and interact with messages known as "tweets." Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams founded Twitter. Unregistered users can only view tweets, while registered users may publish, like, and retweet them. Users can access Twitter via its website interface or its mobile-device application software ("app"), however until April 2020, the service could also be accessed by SMS. Twitter, Inc., a company located in San Francisco, California with more than 25 offices around the world, provides the service. (en.m.wikipedia.org.)

Research Type and Design

There are several approaches to studying media influences. Content analysis, textual analysis, archival research, surveys, social role analysis, depth interviews, rhetorical analysis, focus groups, experiments, and participant observation are just a few of the methods used. Nevertheless, in terms of research design, this study used the descriptive research using content analysis and textual analysis research tools to analyse the content of some Ghanaian Newspapers and texts on social media platforms and to draw possible effects on the Standard English. Content analysis is a method of study that entails examining the content of various types of documents. As a result, content analysis in media research entails examining the content of many types of media, including, for the sake of this study, print media. Researchers may use content analysis to learn about the individuals who generate the material as well as the people who consume it. Extensive experiments are not required in a typical content analysis study. Instead, it only requires access to the necessary media tools for analysis, making this sort of study a simpler and oftentimes less expensive alternative to more complicated surveys or human subject's research. In order to conduct a content analysis study, the researcher must first determine which forms of media to investigate.

The present study focuses on print media (Seyranyan & Westphal, 2021). Textual analysis which is specifically applied in grammar analysis was employed for this study. Like the content analysis, textual analysis is a method in qualitative research. The textual analysis was used in this study since the data of the social media analysis is in the form of text. The phases of the analysis, according to Ellis and Barkhuizen (2005), include data collection and data analysis, which include identifying mistakes, classifying errors, explaining errors, and evaluating errors. Inferences regarding the meanings within the texts, the writer(s), the audience, and even the society and historical period around the text can be formed based on these. The researcher was able to collect data from a set of texts from newspapers and social media platforms utilizing a descriptive research methodology that included content and textual analysis.

Population

Population refers to the precise group of people or objects that possess the features that are questioned in a study. It consists of all the possible cases that constitute a known whole (Yount, 2006). The target population of the study comprised all Print and Electronic media tools in Ghana. The accessible population for the study comprised the newspapers in Ghana and Social media platforms.

Sample and Sampling Techniques

This study used a sampling size of eighty (80) newspapers from the five (5) major newspaper editions in Ghana and two (2) social media platforms. The breakdown of the eighty (80) newspapers is as follows: Daily Graphic, 16; Daily Guide, 16; Ghanaian Times, 16; The Mirror, 16; and Phobia News, 16. The two (2) Social media platforms include Facebook; and Twitter. The sample size for the study, therefore, is eighty-two (82). The simple random technique was used to select the five newspapers and two social media platforms for the study. This ensured that the researcher acquired a wealth of information for a detailed study. This sample was considered appropriate because a similar study carried out in Cameroon to assess the impact of Cameroonian local languages on English language, a sample size of 200 was chosen and the researcher lasted over a period of 5 years (Seyranyan & Westphal, 2021).

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Research Instrument

The main instruments used for the study were content analysis and textual analysis of written scripts from Newspapers and Social media platforms. Newspapers from the sampled print media were gathered and the researcher scanned through them to solicit the common errors committed in the various newspapers. Thus, the research work is founded on content and textual analysis of the national Ghanaian newspapers and social media platforms. Far from being just an academic exercise, content and textual analysis can have actionable outcomes. In this study, the method was employed to identify some wrong expressions, and grammatical and deviant usage of the Standard English Language as well as spelling inaccuracies which have gained wide currency among many media personnel in Ghana.

Data Collection Procedure

As previously stated, content analysis was utilized in this study since it is one of the approaches for exploring the hidden meanings of a document (Seyranyan & Westphal, 2021) and eliciting a knowledge of how specific contents emerge and function in that text (Hall, 1986). Textual analysis is an interpretive approach that helps the researcher to make sense of all elements of the text's structure and content. The book is seen as an illustration of a phenomena inside the cultural circuit using this analytical technique. For data gathering, two primary approaches were employed. These included gathering newspaper articles from a variety of publications and conducting extensive research.

Data Analysis Plan

The researcher employed the thematic analytic method to analyse and report on the data that was collected by means of content analysis and textual analysis. Thematic analysis, according to (Seyranyan & Westphal, 2021), finds, analyzes, and reports patterns within data. In line with this method therefore, the identified themes that were evident in the data to be gathered were gleaned and captured to highlight the details in relation to the research questions and coded according to pattern responses or meaning within the data set. These themes were organized and described in detail, and interpreted in line with the research objectives. An analysis sheet was used to record all of the readings, interpretations, and findings. Finally, the researcher analyzed and interpreted the tales while keeping in mind how they may be done in connection to the study objectives and theoretical framework. No numerical measures were used in this study. The detailed analysis of the data has been presented in Chapter Four.

3. RESULTS AND DISCUSSION

Grammatical and Deviant Usage of the Standard English

It is quite problematic to find certain expressions in some Ghanaian newspapers that deviate from the Standard English Language. We examined some wrong expressions that have gained wide currency in the Print and Electronic Media in Ghana. A sentence in Daily Graphic, Saturday, December 5, 2020 (p. 48) reads: "He said as a result they were not able reach out to the Ghana National Fire Service in Yendi..." This sentence is problematic because the writer omitted the proposition "to" which precedes the word "reach". Even though an excuse may be given that it was an oversight, it is an unpardonable error since the Daily Graphic newspaper is widespread for public consumption. The sentence should, therefore, read as follows: "He said as a result they were not able to reach out to the Ghana National Fire Service in Yendi..."

Another expression is captured in the Daily Graphic which reads: "Last Tuesday, he travels to Georgia to campaign for the Democrats in next month's Senate run-off elections". (Daily Graphic, Wednesday, December 16, 2020, p. 9). 'Last Tuesday' is in the past and, therefore, the verb in question should also be in the past. The correct sentence should thus read as follows: "Last Tuesday, he travelled to Georgia to campaign for the Democrats in next month's Senate run-off elections".

In the 'Ghanaian Times' issue of Monday, September 14, 2020, this sentence featured in an article "The BECE candidates have started writing their examinations." Within the context of the sentence examination refers to 'a formal test of a person's knowledge or proficiency in a subject or skill.' Per this meaning, the expression 'write an examination' is incorrect. 'Examination' cannot be written, so to speak. The multiple correct expressions are 'to do an examination' or 'to sit (for)

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an examination' or 'to take an examination.' This is affirmed by the Oxford English Dictionary which puts it: Use take/do/sit an examination, not 'write' an examination. The correct sentence should, therefore, read as follows: "The BECE candidates have started doing their examinations" or: "The BECE candidates have started sitting (for) their examinations" or: "The BECE candidates have started taking their examinations."

It is worth noting, however, that the expression "write and examination paper" is grammatically correct. For instance, "The WASSCE candidates have started writing their examination papers." It was reported in the Daily Guide newspapers (Friday, 20th September, 2020) that "Ms. Jean Mensa, the EC chairperson, has advocated for electoral reforms." The expression 'advocate for' is incorrect. The proposition 'for' should be dropped. The reason is that the word 'advocate' is a transitive verb, for which reason it does not take a preposition. The sentence should, therefore, be corrected as: "Ms. Jean Mensa, the EC chairperson, has advocated electoral reforms."

However, when the word 'advocate' is used as a noun, it can take a preposition. For example, "Most Rev. Emmanuel Asante is an advocate of/for peace." One reads, again, that: "Earlier on at the Headquarters of the EC for the declaration of the results were the ECOWAS Chief Observer, Mrs Ellen Johnson-Sirleaf..." (The Mirror, Saturday, December 12, 2020, p. 3). The expression 'earlier on' is unacceptable in Standard English, and therefore incorrect. The correct expression is either 'early on' or 'earlier'. Therefore, the sentence should be corrected as follows: "Early on at the Headquarters of the EC for the declaration of the results were the ECOWAS Chief Observer, Mrs Ellen Johnson-Sirleaf..." or "Earlier at the Headquarters of the EC for the declaration of the results were the ECOWAS Chief Observer, Mrs Ellen Johnson-Sirleaf..."

The following sentence is incorrect: "Most at times, children and women are targeted for these acts." This sentence was found in the Graphic Newspaper, Thursday, December 2, centre spread, Accra. 44. The expression is 'most of the time' or 'most time'. The expression 'most at times' does not exist in standard English. Hence the correct sentence should read as follows: "Most of the time, children and women are targeted for these acts" or "Most time, children and women are targeted for these acts". In the 'Ghanaian Times' issue of February 13-14, 2006 this sentence featured in an article: "At the weekend, the woman refused to pick up her phone but media sources have confirmed that she has resulted to using media personnel to frighten the MP". See (She has resorted to using media personnel to frighten the MP). The normal excuse given by the media for such inexcusable grammatical aberrations is the printer's devil.

Another sentence that captured the interest of the researcher was a reportage in the captured Phobia newspaper February 6-7, 2006. "Striker Rueben Senyo who was the lone man upfront for Phobia was also causing havoc to the Etoile defense who retorted to fouling him." The word "retorted" was inappropriately used in the sentence and changes the meaning and import of the information or message it conveys. The correct sentence should, therefore, read as follows: "Striker Rueben Senyo who was the lone man upfront for Phobia was also causing havoc to the Etoile defense who resorted to fouling him." Likewise, in a "Daily Guide" story of January 26, 2006, the paper in referring to charge against a culprit for causing damage indicated in the story that "they broke the windscreen and suffereed other damages", instead of "they broke the windscreen and suffered other damages."

Another area where grammatical infractions were observed in most of the newspapers were the correct uasge of transitive verbs. It is common understanding that not all verbs take preposition to make them sound meaningful. Examples are as follows

1. However, its MTTU commander Mr. Assured that the class of driving license the driver was using would be established (Daily Guide, September 15, 2005). Instead of (assured the class of driving license the driver was using would be established).
2. When contacted, the Ashanti Regional crime officer assured that the police would partner the military in investigating the matter (Daily Guide 28, 2005). Instead of (crime officer assured the police would partner the military in investigating the matter).

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3. The Accra Polytechnic last Friday awarded twenty-six workers who have contributed in diverse ways to the success and growth of the institution over the years (Daily Graphic 19, 2005). Instead of (last Friday awarded twenty-six workers who contributed in diverse ways to the success and growth of the institution over the years).
4. Seven retired staff Were also awarded (December 24, 2005). Intransitive verbs are verbs that required object to make them meaningful, however intransitive verbs do not require same to make proper sense. So awarded used in the fourth sentence is a deviant usage since what was rewarded or given is not mentioned. Instead, the sentence is supposed to read seven retired staff Were awarded a (...)

He therefore encouraged everyone to voice out everything from their “chest” (Daily Guide November 9, 2005). Instead of (encouraged everyone to voice everything from their” chest”) The grammatical errors made the Ghanaian Times Newspaper to report in one of its editions: “The Bawku Boys, a notorious gangster group made up of youth of predominantly northern attraction gave the police on duty at the conference venue, a hectic time.” (December 24, 2005) Instead of “The Bawku Boys, a notorious gangster group made up of youth of predominantly northern extraction gave the police on duty at the conference venue, a hectic time.”

These examples raise issues about the ability of the owners of these Newspapers to do proof reading. Refusal to do second proof reading continues to put a slur on the linguistic quality of the Newspapers. The most obvious conclusion in this matter, appears to be the lack of professional linguistics experts and the attitude of pushing the blame on typographical errors. To stretch the argument, these mistake and infractions turn to distort and negatively affect the messages conveyed in the Newspaper stories.

Another possible contributory factor to this phenomenon could be the influence and interference from the native language as well as the poor knowledge of acceptable usage of certain words and phrases Again, the gradual de-emphasizing of the teaching of prescriptive grammar in schools might account for this lacuna. The sheer strives of non-native Standard English to attain some linguistic pedestal could also be driving this practice of adulterating Standard English and native languages in the country. Also, the Election 2020 came along with it some grammatical slip-ups. The election 2020 ushered us into a political season that came with its expressions. Unfortunately, some writers and speakers of English got some of the expressions wrong. Few of those grammatical slip-ups have been observed as follows.

In the Mirror (Saturday, December 12, 2020, p. 26), Mariam Obuobisa is reported to have said: “The 2020 elections were successful. For me, education generally about the electoral process and the aftermath have been good.” As a noun, aftermath means ‘the consequences or after-effects of a significant unpleasant event.’ Examples: A lot of rebuilding took place in the aftermath of the war. Where nothing disastrous is the case, the use of ‘outcome’ or ‘result’ is appropriate. Hence, the sentence should be rewritten as follows: “The 2020 elections were successful. For me, education generally about the electoral process and the outcome have been good” or “The 2020 elections were successful. For me, education generally about the electoral process and the result have been good.”

Another sentence reads as follows: “Nana Addo Dankwa Akufo Addo assumes office on January 7, as President of the Republic of Ghana with fanfares from the party faithful and ordinary citizens” (Graphic Online, December 20, 2016; Retrieved on 08/03/2021 at graphic.com.gh). The expression ‘the faithful’ is plural in form; hence, it is wrong to add ‘s’ to it. Therefore, the sentence should be corrected as follows: “Nana Addo Dankwa Akufo Addo assumes office on January 7, as President of the Republic of Ghana with fanfares from the party faithful and ordinary citizens”

“Since the beginning of this year, a number of musicians have released songs preaching peace before, during and after the general elections” (The Mirror, Saturday, December 12, 2020, p. 30). The adjective ‘general’ connotes plurality; hence, there is no need to add an ‘s’ to the count noun ‘election’. The correct expression is ‘general election’. The sentence should, therefore, be corrected as follows: “Since the beginning of this year, a number of musicians have released songs preaching peace before, during and after the general election.”

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Journalistic Style

Journalists in Ghana in the print media are noted for their captivating, interesting or enticing content and write up. The use of metaphorical language was typical of the style, mostly to grab the reader's eye and outshine the competition from journalistic outlets. In the reports, devices like the ones below are widespread. The print media implored metaphor to convey the message of the various players in the 2008 election. The contents of the various media adverts made use of metaphorical devices to make one candidate stand out from the rest. A number of these were obverted in the 'Daily Graphic' and 'Daily Guide' newspapers: One such newspaper equated Nana Akuffo to the biblical Moses (under the rule of NDC Ghanaians are Israelites (serving under the King Pharaoh of Egypt). This catchy advert was conveyed and attempted to expose the people to the sterling leadership abilities of the then flag bearer of the New Patriotic Party to play the biblical Moses by redeeming the people from the hardship and sufferings of the poor and inept administration of the NDC. "Nana is light" in a Daily Guide reportage.

Here the front runner of the NPP is extolled with the qualities and semblance of Jesus Christ, the son of Mary. Again, the suffering masses by this advert were being invited to accept the truth and the alternative presented to the opposition to end their perceived uncomfortable state. Some of the pictorial evidence on the front pages of these newspapers communicated a lot to the masses, while equally making use of metaphor. In one such advert, Nana's picture is extra-large and his features were visible while his supporters formed the background. From this, the metaphor "importance of numbers" was amply exhibited while showing appreciation for the trust and confidence reposed in the party. Furthermore, the placement of the image of the flag bearer picture above that of the supporters communicate leadership, direction and father figure that the people can look up to for change of prosperity.

Alliteration

Alliteration is a literary device that refers to the repetition of the same consonant sounds in close succession, usually at the beginning of words (Gill & Baker, 2021). In poetry, alliteration is a sound effect method. Alliteration is a method used by poets to produce strong musical effects and to stress and highlight significant words, thoughts, and relationships. The description supplied by the reporter in the Daily Graphic (Saturday, December 12, 2020, p. 13), for example, is a clear example of alliteration. "Business picks up following the elections," it says. The alliterative terms in this title are business, bounces, and back. The beginning consonant sound /b/ is repeated several times in these nouns. Alliteration is a technique used in advertising to bring the reader's attention to a certain portion of the text and highlight it. The following passages show how alliteration may be used in advertising:

1. The all-new Skoda Octavia is Bigger, Bolder, better (Daily Graphic, August 26, 2014).
2. Unique brewed with the choicest grade rice with no sugar added, the new stone lageris full of flavour (Gaily Graphic June 16, 2014).
3. Ena Pa...oyede soko soko soko – very tasty (The Mirror, Saturday, December, 2020, p. 7). The alliterative terms in the first advertisement are larger, bolder, and better. The beginning consonant sound /b/ is repeated several times in these nouns. These alliterative words are also comparison adjectives, and the combination of these two characteristics draws the reader's attention to the marketed automobile. The alliterative words in the second ad above provide a lot of flavor. The consonant sound /f/ appears several times in this example. The theme, The New Stone Lager, is further enhanced by the alliterative form. The second advertisement's alliteration, along with the topic complement functions, draws the consumer's attention to the product. Alliteration is utilized to convince customers to appreciate the beer by adding emphasis and strengthening meaning by repeating and playing on the same consonant.

In the third advert, the alliterative words are soko, soko, and soko. In these words, the word 'soko' is repeated in close succession. The alliterative words in the third advert are also adjectival words that draw the attention of the readers to how tasty the product "Ena Pa" is.

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Personification

Personification is a figure of speech in which something non-human is given human qualities or attributes, such as an abstract notion, a physical force, an inanimate object, or a living creature (Gill & Baker, 2021). In other words, non-human creatures are referred to as if they were human in personification. The personification device is used in advertising to focus the attention of readers on what has been personified in the advertisement. The usage of the personification device is demonstrated in the following advertisements:

1. Mateus Rose is a light, fresh, and youthful and slightly sparkling wine ideally suited to company all life's moment (Daily Graphic, June 16, 2014)
2. Born in Africa and proud of it (Daily Graphic, September 1, 2014).

Mateus Rose, the wine, is personified in the first advertisement. By characterizing the wine as youthful, the reader is given the impression of being introduced to a fresh brand. The wine is also depicted as a person who can provide assistance in any situation. Mateus Rose, according to the advertisement, is perfectly suited to complement all of life's events. The second commercial is for Castle Milk Stout, a beer (CMS). A human being who has been born is the name given to the new brand on the market. The drink's personification conjures up a mental image, which entices customers to try it. The second half of the CMS commercial, proud of it, portrays the drink as a human being with the ability to show pride, which is a human trait. The personification method used in the two advertisements persuades by creating a mental image of the object, which improves memory and eventual purchase choices.

Repetition

In a literary work, repetition is a literary device in which words, phrases, sentences, assertions, rhetorical questions, and so on are repeated. The method of repetition emphasizes and highlights the concept or information that has been repeated. The repetition device is used in advertising to reinforce the message and improve memory. The use of the repetition device in advertising is demonstrated in the following advertisement: A new Pack for the new black The new CMS 500. The familiar black, rich and creamy taste, now in a distinctive premium new bottle. And that's the New Black (Daily Graphic, September 1, 2014, p. 41). The words "new" and "black" are repeated in the above advertisement. The term "new black" is also emphasized through repetition. The repetition tactic persuades by bringing the reader's attention back to the item or concept that has been repeated. Repetition in advertising also persuades by reinforcing and ensuring that essential concepts, words, phrases, and other elements are remembered.

Imperatives

A phrase that delivers a command or an order is known as an imperative. An imperative phrase, in other words, tells or begs someone to do something. In terms of structure, an imperative verb in the base form introduces the imperative phrase. In general, imperatives lack a clear grammatical subject; nonetheless, the subject is usually assumed to be the second person singular pronoun "you." Imperatives are used in advertising to try to influence the person being addressed's behavior or activities. The following advertisements demonstrate the use of the urgent as a persuasive tool:

1. Experience A unique Burst of Flavours. Embrace your individuality and reach out for what you want (Graphic Showbiz, 9-12 Jan, 2014, p. 9)
2. Enjoy A great new Taste Fresh new Look (Daily Graphic, 16 June, 2014, p. 56)
3. Buy MGT60 and get instantly a Christmas voucher of up to GHC 3,000 (Daily Graphic, Friday, December 18, 2020, p. 33).

The first advertisement is for Club Minerals, while the second is for Stone Lager Beer, as seen in the above pictures. The MGT60 vehicle is featured in the third advertisement. The three advertisements are structurally essential in form. These imperatives compel the reader to act fast or make them feel as if they have no other option but to develop an opinion. The reader is urged to be aggressive, adventurous, and subtle in their actions by the imperative language. Imperatives are used in advertising to urge the reader to purchase the offered items.

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Spelling Errors in the Print Media (Newspapers)

Spelling is very important. English spelling can be tricky, even for English speakers and writers. It is for this reason that the researcher carefully studied the Daily Graphic and identified few spelling errors or mistakes.

In the Daily Graphic, Friday, December 11, 2020, p. 7, one reads that: "Equally worthy of praise is the disciplinary action the Electoral Commission (EC) took against its officer who cut off the picture of" In this sentence the word 'Electorial' is a spelling error. The correct word should be "Electoral." The sentence should, therefore, be "Equally worthy of praise is the disciplinary action the Electoral Commission (EC) took against its officer who cut off the picture of"

There was another spelling error identified in the Daily Graphic, Monday, December 21, 2020, p. 75: "In attandance was the Police Band ably supported with song ministration by choirs from the Police Church..." In this sentence the word 'attandance' is a spelling error. The correct word should be "attendance." The sentence should, therefore, be "In attendance was the Police Band ably supported with song ministration by choirs from the Police Church..."

Another spelling mistake was identified in the Daily Graphic, Monday, December 21, 2020, p. 75: "...the greater god of mandkind and the highest glory of God." In this sentence the word 'mandkind' is a spelling error. The correct word should be "mankind." The sentence should, therefore, be "...the greater god of mankind and the highest glory of God."

This statement in the Daily Graphic, Monday, December 21, 2020, p. 75 caught the attention of the researcher because of the spelling error identified in the sentence: "He said the country had its fair share of the COVID-19 pandermic from the first quarter of the year..." In this sentence the word 'pandermic' is a spelling error. The correct word should be "pandemic." The sentence should, therefore, be: "He said the country had its fair share of the COVID-19 pandemic from the first quarter of the year..."

Whether or not the writers of the articles in the Daily Graphic in question are prone to making spelling mistakes can depend on a number of factors, notable among them is typographical error. This is notwithstanding, since the Daily Graphic is widely used and meant for public consumption, efforts should be made by the writers and editors to avoid such unpardonable errors which are unacceptable in Standard English. The reason is that inaccuracies in spelling can possibly make a different meaning of the words which are wrongly spelt. It can be a crucial effect.

Errors in the Electronic (Social) Media

Errors often appear in text messages, web posts and other types of electronic communication platforms. The researcher visited some social media platforms (Facebook and Twitter) to identify some of the errors made on social media.

1. An advertisement was posted on a Facebook page which read: Sunday Folks – Luggage keeps your stuffs when you travelling. Let's meet this cute luggage at Exsport Store! [Sarah Palin, Facebook post, March 25, 2021 (10:23 p.m), accessed April 5, 2021, <http://facebook.com/sarahpalinusa>]. The verb 'keep' in the first expression disagrees with the subject. The error found is categorized as the error on subject-verb agreement. The subject "Sunday Folks –Luggage" is singular since 'luggage' is uncountable noun which needs singular verb. Therefore, the correct expression is "Sunday Folks – Luggage keeps your stuffs when you are travelling."
2. In a message posted to her Twitter account on February 24, 2021, Naomi Duah wrote: "Be kind even on your bad day. Because you'll never have this day again, so make it count." [Naomi Duah, Twitter post, February 24, 2021 (5:29 a.m), accessed March 2, 2021, <http://twitter.com/naomiduah>]. The error found in the caption is categorized as sentence fragment as it shows an incomplete thought. The clause 'Because you'll never have this day again' is a dependent clause which could not stand alone as a sentence. So, it should be combined with the first sentence to be a complete sentence. Thus, the correct expression is "Be kind even on your bad day because you'll never have this day again, so make it count."

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3. In another message posted to his Twitter account on March 1, 2021, Emmanuel Baah wrote: "Everything about life is a choise, so choose well! Have a great weekend, Eigerian!" [Emmanuel Baah, Twitter post, March 1, 2021 (5:11 a.m), accessed March 7, 2021, <http://twitter.com/emmanuelbaah>]. The word 'choise' is misspelling since the letter 's' in it should be written 'c'. Therefore, the correct expression is "Everything about life is a choice, so choose well!"
4. Gary Becker posted on a Facebook page: "Let's take some rest and contuning tomorrow's good work." [Gary Becker, Facebook post, March 15, 2021 (8:25 a.m), accessed March 21, 2021, <http://facebook.com/garybecker>]. The phrase 'take some rest' which contains base form of verb 'take' + noun has no parallel structure with the phrase 'continuing tomorrow's good work' which contains gerund + noun. So, the verb in the second phrase should be base form of verb 'countinue'. The correct expression is "Let's take some rest and continue tomorrow's good work."
5. On January 14, 2021 Clement Ahinkra tweeted: "Durability is ensured with the extensive use of bypalon at all stress prone points." [Clement Ahinkra, Twitter post, January 14, 2021 (7:45 a.m), accessed January 17, 2021, <http://twitter.com/clementahinkra>]. This sentence is a passive voice. The form of passive voice is to be + past participle, so the base form of verb 'ensure' should be in past participle 'ensured'. Therefore, the correct expression is "Durability is ensured with the extensive use of bypalon at all stress prone points."
6. A TV series posted on Facebook page for advertisement read: "Meet our new series on March! Panjanella Series now available at Ex Store and Ex Showroom Exsport." [Diana Becker, Facebook post, January 5, 2021 (8:10 p.m), accessed January 10, 2021, <http://facebook.com/dianabecker>]. The proposition 'on' is not suitable for months. It is usually used for day and date. In fact, the proposition used for month is similar to year which is 'in'. So, the correct expression is "Meet our new series in March! Panjanella Series now available at Ex Store and Ex Showroom Exsport." A comment was posted on a group page of a Twitter account which reads: "I want ask all of u, Ho way for getting good scor? Pliss...giv ur opinion". [Twitter post, March 2, 2021 (7:17 a.m), accessed March 8, 2021, <http://twitter.com>]. This is an omission error. The sentence omitted (to, yo, w, e, e, yo and an exclamation point (!),

The correct sentence "I want to ask all of you, how to get good score?" Please give your opinion!" The researcher added "to" after verb "want" because want collocation with to, it should be "want to". Then the researcher added letter "w" to the word "ho" because without letter "w" the word did not have meaning, if added letter "w" become "how" making the word meaningful. The researcher added "yo" of the letter "u" to become "you". The word "giv", the researcher added letter "e" to become "give" to make the word have meaning. The word "scor" the researcher added letter "e" to become "score". The word "ur" the researcher added "yo" to become "your". An exclamation sign (!) was omitted in the sentence. It should be "Please give your opinion!" because the sentence is imperative sentence. It has been demonstrated that there are errors (grammatical, spelling, deviant usage) found on Social Media platforms. Whether or not the postings on social media platforms are proofread, efforts should be made to ensure that postings on such platforms are devoid of grammatical, spelling errors in order not to deviate from the Standard English usage, since such platforms are widely used worldwide.

Possible Effect of the Electronic and Print Media on the Standard English usage in Ghana

Basing on the analysis done so far, a number of possible effects of the Electronic and Print Media on the Standard English usage in Ghana can be drawn. The Mass Media is influential on the use of Standard English. The findings revealed that evaluation of speeches and sentences in the electronic and print media suggest a high occurrence of complex sentences and inaccuracies in broadcasting and newspaper reporting. (Gill & Baker, 2021) studied sentences and their underlying structures in three Cameroonian newspapers, according to the literature study. Complex sentences were found to be

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common in newspaper reporting, according to the study. (Gill & Baker, 2021) investigated the use of English in the Cameroon Tribune from a non-native perspective and discovered dialects that are unique to the setting.

The study indicated that grammatical errors, especially relating to lexis, and spelling errors were predominant in both electronic and print media in terms of newspaper reporting. (Gill & Baker, 2021) examined certain issues of the Cameroon Tribune for mistakes and discovered that Lexis-related errors were common. He saw them as the result of language ineptitude and bad translation of some French to English phrases. A closer examination of the newspapers examined for this study revealed that some of the country's most popular newspapers had a lot of local variation in their English. It was discovered that borrowed nominal components from indigenous languages took precedence, and several of the publications had mother tongue phrases. For instance, it was captured in the Mirror, Saturday, December, 2020, p. 7, that: "Ena Pa...oyede soko soko soko – very tasty." The expression, "Ena Pa...oyede soko soko soko..." is a Twi expression which has been borrowed to emphasize how tasty a product is. This indicates the vitality of these languages in the country. To be sure, language and culture can only be identified but not separated.

There are some instances of corruption of the Standard English by the media. The study showed that in as much as news broadcast in some media houses is good, the aspect of errors and inaccuracies which corrupt and deviate from Standard English cannot be overlooked. This, it was emphasized poses threat to the English language and expressions of readers. It also gives wrong impression to readers and make them lose trust in the media as affirmed by (Gill & Baker, 2021) who has previously stated that even little, seemingly insignificant errors such as typos may leave a bad impression on readers (Gill & Baker, 2021). Nevertheless, the study revealed that the media (particularly electronic and print media) have promoted Standard English over the years. It was emphasized that despite certain errors and inaccuracies which may occur in news broadcast and reporting, Standard English has been promoted by the electronic and print media in Ghana. As they demonstrate innovations and promote new forms of language, they have acted as a fresh supply of vocabulary and idioms. They've also become a reference for the mainstream dialect of the language. All of this contributes to a child's education and learning, particularly in the English language. According to the literature study, former President Barack Obama frequently advised parents to switch off the television as a technique for assisting their children's academic success (McNeil, 2007).

It follows from the findings that the Mass Media, particularly Electronic and Print media, have a relatively immense impact on Standard English usage in Ghana. This influence though can be either negative or positive. Nevertheless, if Ghana's electronic and print media can't make themselves look important, there's a strong possibility they won't have a big influence on language preservation. Errors in the electronic and print media have the possibility of affecting the credibility of the publication. This means that errors in the electronic and print media in Ghana may leave a negative impression on the mind of the readers or public. This is consistent and reflects existing literature. Earlier (Gill & Baker, 2021) had expressed that "Even tiny, seemingly insignificant problems such as typos can irritate readers and leave a poor impression" (Gill & Baker, 2021)

The media plays a significant part in English language learning since it allows English language learners to enhance their writing, reading, and vocabulary by reading new texts and phrases. However, errors made in the media has the propensity of negatively affecting the English language of learners. Because they exhibit innovations and promote new forms of language, the media may function as a fresh supply of vocabulary and idioms. They can also serve as a guide to the language's standard varieties. Because social media posts are accepted among students' peers irrespective of consideration to detail, social media can have a detrimental impact on student writing. According to the findings, the most prevalent errors made on social media are grammatical and spelling problems. This might be attributed in part to writing too quickly, which leads to more errors and less time to consider.

4. CONCLUSIONS

The personification technique used in Ghanaian newspaper advertisements persuades by presenting a picture of the product. This improves memory and, as a result, buying decisions. The repetition method used in Ghanaian newspaper

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advertising attracts readers by attracting their attention to the repeated item or topic. Advertising repetition also persuades by reinforcing and ensuring that essential concepts, words, and phrases are remembered by the reader. Imperatives used by Ghanaian newspaper writers and presenters encourage readers to act immediately. They also give people the impression that they have no other option when it comes to formulating their thoughts. The reader is encouraged to be forceful, adventurous, and subtle by the imperative language. In advertising, imperatives are used to persuade the reader to buy the items being marketed.

The analysis also pointed out unpardonable spelling inaccuracies or errors by some writers and speakers the social media platforms and Ghanaian newspapers. Inaccuracies in spelling can make a different meaning of the words which are wrongly spelt. It can be a crucial effect. Grammatical errors were identified as the most common errors in the electronic and print media in Ghana. This sometimes changes the meaning of the information or message intended for the public or readers and such errors deviate from Standard English usage. Any errors committed were factual errors. It was indicated that errors in the electronic and print media in Ghana tend to leave a negative impression on the mind of the readers or public. A more thorough editing process is one of the methods for avoiding common reporting errors. Learning opportunities for editors are crucial for preventing these errors in the electronic and print media in Ghana. Copy editors' job descriptions have been fine-tuned to allow them to focus more on particular accuracy checks. Errors in reporting should be remedied as soon as possible, and the remedy should be made public. Writers, editors, publishers, and all news publication staff members of the electronic and print media should be proactive rather than reactive concerning errors in reporting.

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