



# Social Media Shapers in Urban Ghana: A Theoretical Framework Analysis on Communication Patterns

Mavis Adjei<sup>1,2</sup>, Aaron Mensah<sup>3</sup>, Elizabeth Agyei<sup>4</sup>

<sup>1</sup> Department of Research, University for Development Studies (UDS)

<sup>2</sup> Department of Research, Noguchi Memorial Institute for Medical Research

<sup>3</sup> Noguchi Memorial Institute for Medical Research

<sup>4</sup> University for Development Studies (UDS)

**Published:** 01 May 2010 | **Received:** 03 January 2010 | **Accepted:** 29 March 2010

**Correspondence:** [madjei@hotmail.com](mailto:madjei@hotmail.com)

**DOI:** [10.5281/zenodo.18907406](https://doi.org/10.5281/zenodo.18907406)

## Author notes

*Mavis Adjei is affiliated with Department of Research, University for Development Studies (UDS) and focuses on Arts & Humanities research in Africa.*

*Aaron Mensah is affiliated with Noguchi Memorial Institute for Medical Research and focuses on Arts & Humanities research in Africa.*

*Elizabeth Agyei is affiliated with University for Development Studies (UDS) and focuses on Arts & Humanities research in Africa.*

## Abstract

Social media has become an integral part of daily life in urban Ghana, influencing various aspects of communication and social interaction. The study employs qualitative content analysis and discourse theory to analyse existing literature and case studies of social media use in Ghanaian cities. This theoretical framework highlights the role of social media as both a facilitator and disruptor of communication patterns in Ghanaian cities, necessitating further research to understand its long-term impacts on societal cohesion and cultural identity. Future studies should explore the implications of social media use for public health messaging and community-based initiatives in urban settings.

**Keywords:** *African Studies, Communication Theory, Discourse Analysis, Ghanaian Culture, Mediation Models, Social Network Analysis, Vernacular Media*

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge