UAB
Universitat Autònoma de Barcelona

Alcohol Advertising: Unveiling the Associations between Hegemonic Masculinity Traits, Advertising Message Strategies, and Types of Alcoholic Beverages

Henry Kojo Bonsu-Owu

ADVERTIMENT. L'accés als continguts d'aquesta tesi queda condicionat a l'acceptació de les condicions d'ús establertes per la següent llicència Creative Commons: https://creativecommons.org/licenses/?lang=ca

ADVERTENCIA. El acceso a los contenidos de esta tesis queda condicionado a la aceptación de las condiciones de uso establecidas por la siguiente licencia Creative Commons: https://creativecommons.org/licenses/?lang=es

WARNING. The access to the contents of this doctoral thesis it is limited to the acceptance of the use conditions set by the following Creative Commons license: https://creativecommons.org/licenses/?lang=en

UAB
Universitat Autònoma de Barcelona

Alcohol Advertising: Unveiling the Associations between Hegemonic Masculinity Traits, Advertising Message Strategies, and Types of Alcoholic Beverages

Henry Kojo Bonsu-Owu

2024

UAB
Universitat Autònoma de Barcelona

DOCTORAL THESIS

Alcohol Advertising: Unveiling the Associations between Hegemonic Masculinity Traits, Advertising Message Strategies, and Types of Alcoholic Beverages

Doctorat en Comunicació Estratègica, Publicitat i Relacions Públiques



Henry Kojo Bonsu-Owu

Thesis Director
David Roca Correa (Ph.D.)

2024

UAB
Universitat Autònoma de Barcelona

Thesis for the Degree of Doctor of Philosophy, Ph.D., in Strategic Communication, Advertising, and Public Relations Department of Audiovisual Communication and Advertising, 2024

Doctorat en Comunicació Estratègica, Publicitat i Relacions Públiques

Alcohol Advertising: Unveiling the Associations between Advertising Message Strategies, Hegemonic Masculinity Traits and Types of Alcoholic Beverages.

Cover Design:

Henry Kojo Bonsu-Owu (2024)

Page Layout:

Henry Kojo Bonsu-Owu (2024)

Thesis Director:

David Roca Correa (Ph.D.)

Department of Advertising, Public Relations and Audiovisual Communication

ADVERTIMENT. L'accés als continguts d'aquesta tesi queda condicionat a l'acceptació de les condicions d'ús establertes per la següent llicència Creative Commons: https://cat.creativecommons.org/?page_id=184

ADVERTENCIA. El acceso a los contenidos de esta tesis queda condicionado a la aceptación de las condiciones de uso establecidas por la siguiente licencia Creative Commons: https://es.creativecommons.org/blog/licencias/

WARNING. The Access to the contents of this doctoral thesis it is limited to the acceptance of the use conditions set by the following Creative Commons license: https://creativecommons.org/licenses/?lang=en

ACKNOWLEDGMENTS

A big thank you goes to God Almighty for protecting and guiding me throughout the course. I am also highly indebted to my supervisor, David Roca Correa (Ph.D.), for his support, suggestions, criticisms, and insightful comments.

I am most grateful to my coders, Elinam Balimenuku Amevor (Ph.D.), Paulina Kuranchie (Ph.D.), Mr. Derek Onomah, and Mrs. Margaret Dowona-Hammond, for their time and contributions.

To all my fellow Ph.D. students, especially Yulmar, Nivea, Albena, Alex, Jing, and Riasat, I say a big thank you for your comments, support, and encouragement.

Thank you to the staff of the UAB Communication Library and General Newspaper Archive for your dedication. Keep up the hard work.

Finally, to all those who knowingly or unknowingly contributed to the success of this thesis, I say thank you, and God richly bless you.

DEDICATION

I dedicate this thesis to my wife Mrs. Akua Bonsu-Owu and children Nana Akua Bonsu-Owu, Abena Darkoa Bonsu-Owu and Yaw Egyarko Bonsu-Owu for your love and support.

ABSTRACT

Globally, alcohol advertising and consumption have been associated with health and risk conditions especially among men. Studies show that alcohol advertisers employ hegemonic masculine traits (HMTs) in their advertising message strategies. However, the studies fail to identify the association between the HMTs, advertising message strategies, and the type of alcohol being advertised. This thesis (presented as three articles) presents a framework and novel insights on the applicability of Connell's Hegemonic Masculine Theory and Taylor's Six-Segment Message Strategy Wheel to alcohol ads from a non-Western patriarchal society. It investigates the prevalence of HMTs, their association with the type of alcohol, exposure levels, differences between exposure levels, most prevalent message strategies, the association between message strategies and alcoholic type, and the association between message strategies and HMTs in 182 Ghanaian-manufactured beer and bitters ads. On average, the commercials portrayed a high level of hegemonic masculinity. The findings revealed *bonding* as the most prevalent hegemonic masculine trait, with a significant association of *bonding* with beer ads, and *sexuality* with bitters ads. Ghanaian alcohol ads used more of the ritual strategy (emotional appeal) of Taylor's message strategy wheel than the transmission strategy (rational appeal). The former was significantly associated with *bonding* and *responsibility* traits. The *acute need* segment, which targets consumers immediate needs, associated with beer ads, while the *ration* segment which projects the products unique selling proposition, was associated with bitters ads (transmission strategies). Finally, the study highlights limitations and recommendations for future research.

Keywords: Advertising, Alcohol, Ghana, Hegemonic Masculinity, Message Strategy

RESUMEN

A nivel mundial, la publicidad y el consumo de alcohol se han asociado con la salud y las condiciones de riesgo, especialmente en los hombres. Los estudios demuestran que los anunciantes de alcohol emplean rasgos de masculinidad hegemónica (RMH-*HMT*) en sus estrategias de mensajes publicitarios. Sin embargo, los estudios no logran identificar la asociación entre esos rasgos, las estrategias de mensajes publicitarios y el tipo de alcohol que se anuncia. Esta tesis (desarrollada a través de tres artículos) presenta un marco conceptual y nuevas perspectivas sobre la aplicabilidad de la Teoría de la Masculinidad Hegemónica de Connell y la Rueda de Estrategias de Mensaje de Seis Segmentos de Taylor a los anuncios de alcohol de una sociedad patriarcal no occidental. Se investiga la prevalencia de los RMH, su asociación con el tipo de alcohol, los niveles de exposición, las diferencias entre los niveles de exposición, las estrategias de mensaje más prevalentes, la asociación entre las estrategias de mensaje y el tipo de alcohol, y la asociación entre las estrategias de mensaje y los RMH en 182 anuncios de cerveza y bebidas alcohólicas destiladas fabricadas en Ghana. En promedio, los *spots* mostraron un alto nivel de masculinidad hegemónica. Los hallazgos revelaron que la camaradería es el rasgo masculino hegemónico más prevalente, con una asociación significativa de la camaradería con los anuncios de cerveza y la sexualidad con los anuncios de bebidas alcohólicas destiladas. Los anuncios utilizaron más la estrategia ritual (apelación emocional) de la rueda de estrategias de mensajes de Taylor que la estrategia de transmisión (apelación racional). La primera se asoció significativamente con rasgos de camaradería y responsabilidad. El segmento de necesidad aguda, que se dirige a las necesidades inmediatas de los consumidores, se asoció con los anuncios de cerveza, mientras que el segmento de la razón que proyecta la propuesta de venta única de los productos se asoció con los anuncios de

bebidas alcohólicas destiladas (estrategias de transmisión). Finalmente, el estudio describe limitaciones y propone recomendaciones para futuras investigaciones.

Palabras clave: Alcohol, Estrategia de Mensaje, Ghana, Masculinidad Hegemónica, Publicidad

RESUM

A escala global, la publicitat i el consum d'alcohol s'han associat amb problemes de salut i risc, especialment entre els homes. Els estudis mostren que els anunciants d'alcohol utilitzen trets masculins hegemònics (TMH-HMT) en les seves estratègies de missatges publicitaris. No obstant això, aquests estudis no identifiquen l'associació entre els TMH, les estratègies de missatges publicitaris i el tipus d'alcohol que es publicita. Aquesta tesi (presentada a través de tres articles) presenta un marc conceptual i noves perspectives sobre l'aplicació als anuncis d'alcohol d'una societat patriarcal no occidental tant de la teoria de la masculinitat hegemònica de Connell com de la roda de l'estratègia de missatges de sis segments de Taylor. Investiga, en 182 anuncis de cervesa i beguda destil·lades alcohòliques fabricades a Ghana, la prevalença dels TMH, la seva associació amb el tipus d'alcohol, els nivells d'exposició, les diferències entre els nivells d'exposició, les estratègies de missatges més habituals, l'associació entre les estratègies de missatges i el tipus d'alcohol, i l'associació entre les estratègies de missatges i els TMH. De mitjana, els anuncis van presentar un alt nivell de masculinitat hegemònica. Les troballes van revelar que la camaraderia era el tret masculí hegemònic més prevalent, amb una associació significativa de la camaraderia amb els anuncis de cervesa i de la sexualitat amb les begudes destil·lades alcohòliques. Els anuncis d'alcohol ghanesos van utilitzar més l'estratègia ritual (apel·lació emocional) de la roda d'estratègia de missatges de Taylor que l'estratègia de transmissió (apel·lació racional). La primera es va associar significativament amb trets de camaraderia i responsabilitat. El segment de necessitat aguda, que s'adreça a les necessitats immediates dels consumidors, es va associar als anuncis de cervesa, mentre que el segment de la raó que projecta la proposta de venda única dels productes, es va associar amb les begudes destil·lades alcohòliques (estratègies

de transmissió). Finalment, l'estudi adreça les limitacions i ofereix recomanacions per a futures investigacions.

Paraules clau: Alcohol, Ghana, Estratègia de Missatges, Masculinitat Hegemònica, Publicitat

TABLE OF CONTENTS

ACKNOWLEDGMENTS....ii
DEDICATION iii
ABSTRACT....iv
RESUMEN....v
RESUM....vii
TABLE OF CONTENTS....ix
INDEX OF TABLES xiii
INDEX OF FIGURES....xvi

CHAPTER 1....1
INTRODUCTION....1
1.1 Background of the study 3
1.2 Purpose of the Thesis 4
1.2.1 Specific goals....5
1.3 Research Questions 5
1.4 Relevance of the Thesis 6
1.4.1 Academic Relevance 6
1.4.2 Practical Relevance....7
1.5 Definition of Key Terms....8
1.6 Outline of the Thesis 9

CHAPTER 2....11
ALCOHOL ADVERTISING, CONSUMPTION PATTERNS,....11
AND REGULATORY FRAMEWORK....11
2.1 Introduction....11
2.2 Global Alcohol consumption and related health conditions 12
2.3 Alcohol Consumption and Health Implications in Ghana 16
2.4 The Power of Alcohol Advertising on Drinking Behaviours and Attitudes 17
2.5 Alcohol Advertising and Consumption in Africa: A Potential New Market....24
2.6 Alcohol Advertising Practices and Market Dynamics in Sub-Saharan Africa 28
2.7 Alcohol Consumption in Ghana Compared to Other African Countries 32
2.8 Alcohol Advertising in Ghana 33

2.9 Regulatory Framework on alcohol advertisements in Ghana 36
2.9.1 The Food and Drugs Authority 37
2.9.2 The Advertising Association of Ghana (AAG) 39
2.9.3 Challenges with enforcement of alcohol advertising regulations in Ghana 40

CHAPTER 3 43
THEORETICAL FRAMEWORK 43
3.1 Introduction 43
3.1.1 Justification for theoretical frameworks 43
3.2 Theoretical Orientation 44
3.2.1 Connell's (1987) Hegemonic masculinity 44
3.2.3 Why is hegemonic masculinity ideal for this study? 50
3.2.4 Hegemonic Masculinity in Alcohol Advertisement 51
3.2.5 Link to thesis research questions 53
3.2.6 Taylor's Six-Segment Message Strategy 54
3.2.7 Application of Taylor's six-segment message strategy in advertising studies 57
3.2.8 Application of Taylor's six-segment message strategy wheel to studies focused on alcoholic product advertising 58
3.2.9 Connecting Taylor's Wheel and Hegemonic Masculinity 60
3.3 Conceptual framework: linking hegemonic masculine traits, advertising message strategies, and alcoholic beverages. 61

CHAPTER 4 65
METHODOLOGY 65
4.1 Introduction 65
4.2 Research Approach 65
4.3 Research Design 66
4.3.1 Step One: Identify the objective of the study and the research questions 66
4.3.2 Step Two: Selection of research sample 67
4.3.3 Step Three: Create coding categories 73
4.3.4 Step Four: Train coders to accurately code the material and test for interrater reliability 77
4.3.5 Step Five: Analyse and interpret the findings. 87

CHAPTER 5 88
RESULTS AND DISCUSSIONS 88
5.1 Introduction 88
5.2. Section 1 89
5.2.2 Discussion of Article One 97
5.2.3 Implications of Article One 105
5.2.4 Limitations, and future lines of research 106
5.3. Section 2 108
5.3.1 Findings of Article Two 108
5.3.3 Discussion of Article Two 112
5.3.3 Implications of Article Two 114
5.3.4 Limitations, and future lines of research 115
5.4 Section 3 116
5.4.1 Findings of Article Three 116
5.4.2 Discussion of Article Three 123
5.4.3 Implications of Article Three 132
5.4.4 Limitations and future lines of research 133

CHAPTER 6 134
SUMMARY OF THE THREE ARTICLES, GENERAL IMPLICATIONS, LIMITATIONS AND CONCLUSION 134
6.1 Summary of the three articles 134
6.1.1 Article 1: Hegemonic Masculine Traits in Advertisements of Ghanaian Manufactured Alcoholic Brands: A Content Analysis. 134
6.1.2 Article 2: Content Analysis of the Level of Hegemonic Masculine Traits in Ghanaian Alcohol Video Advertisements. 136
6.1.3 Article 3: Exploring the Nexus: Taylor's Six-Segment Message Strategy Wheel and Hegemonic Masculinity in Ghanaian Alcohol Video Advertisements. 137
6.2 General implications of the study 138
6.3 General Limitations and Recommendations 139
6.4 Conclusion 139

REFERENCES 141

APPENDIX 1 181

Guide to Coding Sheet 181
APPENDIX 2 185
Coding Sheet 185
APPENDIX 3 186
LIST OF ALCOHOL BRANDS MANUFACTURED IN GHANA 186
APPENDIX 4 187
APPENDIX 5 188

INDEX OF TABLES

Table 1. The research questions for this thesis per article 6

Table 2. World Health Organization facts on harmful use of alcohol 13

Table 3. Alcohol-related health conditions per body part.....13

Table 4. Deaths caused by alcohol usage.....14

Table 5. Does alcohol advertisement lead to alcohol consumption? 20

Table 6. Current drinkers, Former drinkers, and Lifetime abstainers (in percentage) within the overall population (15+ years), by WHO regions and worldwide, 2016.....25

Table 7. International Beer Index 2021 per capita annual consumption per bottle 26

Table 8. Unrecorded and recorded alcohol per capita (APC) consumption (15+ years) in litres of pure alcohol in WHO regions and the world, 2016.....28

Table 9. Outdoor marketing distribution channels.....30

Table 10. Channels for distributing alcohol advertisements in Africa.....30

Table 11. Alcohol consumption per person aged 15+ in WHO Africa countries, 2016, with Christianity or Islam as dominant religions.....33

Table 12. Hegemonic masculine traits from previous studies not based on alcohol advertising 48

Table 13. Connell's five types of masculinity 50

Table 14. Hegemonic masculine traits from studies focused on alcohol ads.....51

Table 15. Description of the six segments of Taylor's (1999) wheel.....56

Table 16. Studies that apply Taylor's (1999) wheel to advertising in general 57

Table 17. Alcohol advertising studies that employ Taylor's (1999) wheel.....60

Table 18. Five steps for data collection and analysis.....66

Table 19. List of FDA registered Alcoholic Bitters brands manufactured in Ghana.....68

Table 20. List of FDA registered Beer brands manufactured in Ghana. 69

Table 21. Frequency of alcoholic bitters advertisements found per brand 70

Table 22. Frequency of beer advertisements found online per brand 71

Table 23. Cluster of hegemonic masculine traits (HMTs) found in previous studies 72

Table 24. Operationalization of the nine hegemonic masculine traits (HMTs) 73

Table 25. List of selected raters 77

Table 26. Interpretation of Fleiss (1971) or Cohen's (1960) kappa statistics and strength of agreement 80

Table 27. Pretesting interrater reliability 82

Table 28. Interrater agreement for the pilot testing 83

Table 29. Coding of the final sample: Cohen's kappa for 2 Coders (Male: R3 and R4) 84

Table 30. Sections and titles of the three articles that comprise this thesis 88

Table 31. Frequency of the Nine Hegemonic Masculine Traits (HMTs) in Alcohol Ad Messages 90

Table 32. Proportions Test - Hegemonic Masculine Traits in Alcohol Ad Messages 91

Table 33. Frequencies and percentages of HMTs in secondary messages (HMT_{SM}) that support HMTs in the ads' central messages (HMT_{CM}) 92

Table 34. Comparison of ProportionsTest for Hegemonic Masculine Traits in Ads 93

Table 35. Proportions of Hegemonic Masculine Traits in Central message 95

Table 36. Frequencies of Levels of Hegemonic Masculinity in ads 108

Table 37. Descriptives for Levels of Hegemonic Masculinity in Ads with Hegemonic Masculine Traits 109

Table 38. Robust ANOVA (RANOVA) 110

Table 39. Post Hoc Tests – HMT Levels in Ads Central Message 111

Table 40. A general interpretation of Cramer's V measures of association 116

Table 41. The frequency of Taylor's six-segment message strategies in Ghanaian alcohol ads 117

Table 42. Comparison of the Difference between Frequencies of Taylor's Six-segment Message Strategies in Alcohol Ads 118

Table 43. Test of association between Taylor's Wheel (Ritual or Transmission View) and type of alcohol (beer or bitters) advertised. 119

Table 44. Frequency of Taylor's Six Message Strategies Per Type of Drink.....120

Table 45. Fisher's exact test of association between Taylor's six-segment message strategies and the type of drink (beer or bitters) advertised. 121

Table 46. Association between Taylor's Wheel and specific HMTs in Ghanaian alcohol ads 123

INDEX OF FIGURES

Figure 1. (a) Gulder beer ad associating alcohol consumption with a life of success; (b) Club beer ad associating alcohol consumption with "Chale" a Ghanaian slang term for friendship. 18

Figure 2. (a) Star beer poster 1960s; (b) Star beer video ad 1998, (b) Star beer video ad 2016 34

Figure 3. Advertising and Marketing Expenses for Guinness Ghana Breweries PLC 36

Figure 4. Reactions of some Ghanaian celebrities on the ban 38

Figure 5. Adonko bitters strategically placed in music video.....38

Figure 6. An FDA-approved Club beer video advert.....39

Figure 7. Guinness beer advert depicting the captain and some players of the Black Stars, Ghana's men's national football team. 41

Figure 8. Six-segment message strategy wheel (Taylor, 1999) 55

Figure 9. Conceptual framework of associations between variables of the thesis.....62

Figure 10a. Columns A to D of the coding sheet.....75

Figure 10b. Columns E to H of the coding sheet.....75

Figure 10c. Columns I to K of the coding sheet 76

Figure 10d. Columns L to O of the coding sheet.....77

Figure 11a. Phase 1: Developing coding sheet and guide, selecting and training raters 79

Figure 11b. Phase 2: Pretesting.....82

Figure 11c. Phase 3: Pilot testing sample 83

Figure 11d. Phase 4: Final coding 84

Figure 11e. Phase 3: An illustration of the entire coding process for this study 86

Figure 12. Association between HMTs used in ads and the type of alcohol (Beer/Bitters) ...96

Figure 13. SM bitters video advert. Depicting bonding and objectification of women.....98

Figure 14. Gulder beer Advert - The Date: Ad depicting male dominance.....99

Figure 15. Kasapreko Airforce bitters advert: Ad depicting sexuality 100

Figure 16. Herb Afrik Gin Bitters advert: Ad depicting a successful-looking man dressing up to go use the product.....101

Figure 17. Guinness beer advert. The football scout's driver takes his chance 102

Figure 18. Beer adverts suggesting aggressiveness (a-b); and bonding (c-d).....103

Figure 19. Scenes from Enkasa Bitters Advert.....105

Figure 20. Advertisements reflecting how Ghanaian alcohol advertisers take advantage of social expectations of male roles to promote hegemonic masculinity.....114

Figure 21. Club beer advertisement using sensory strategy to project bonding: Charlie [Friend], Taste No Yɛ Deep! [The taste is deep!].....125

Figure 22. Kasapreko Alomo Bitters advertisement "Made of Friendship": Depicting Social connection through friendship 126

Figure 23. Gulder beer advertisement “Own Your Journey”: Depicting an appeal from the ego segment of the ritual strategy.....127

Figure 24. Kakai Bitters Advertisement: Men explain to their women the reasons why Kakai bitters is the best alcoholic beverage 128

Figure 25. SM Bitters advert: Kwaku (with a bottle of SM Bitters in hand) expounding the benefits and herbal components of the drink to his friend.....130

CHAPTER 1

INTRODUCTION

Just like all forms of advertising, alcohol advertising stands as a pervasive force shaping or reflecting societal norms, and cultural perceptions of male dominance through the depiction of hegemonic masculine traits (Akesse-Brempong & Cudjoe, 2023; Towns et al, 2012). Embedded within these advertisements are intricate message strategies meticulously designed to appeal to target audiences' reason and or their emotions (Jung & Hovland, 2016; Venger & Wolburg, 2019). Of the many message strategy models developed over time (Carey's (1975), cultural approach to communication; Frazer's (1983) creative strategy summary; Kotler's (1965) consumer response theories; Laskey et al.'s (1989) typology of main message strategies for television advertisements; Petty and Cacioppo's (1986) elaboration likelihood model of persuasion; Rossiter et al.'s (1991) strategy model; and Vaughan's (1980) FCB Grid), Taylor's (1999) Six-Segment Message Strategy Wheel, which incorporates all of the models mentioned above, is regarded as the most comprehensive framework for assessing consumer products across numerous advertising channels (Tsai & Lancaster, 2012).

This thesis seeks to bridge three main gaps in the existing literature on the employment of hegemonic masculine traits (HMTs) and Taylor's Six-Segment Message Strategy Wheel in alcohol video advertisements. First, the depiction of hegemonic masculinity in advertising has been a topic of research focus in several studies (Astuti & Ardi, 2018; Hall & Kappel, 2018; Lancellotti & Thomas, 2018; Mishra, 2021; Nas, 2021; Nowosenetz, 2008; Ramdhan et al., 2021). Although these studies have demonstrated that alcohol advertisers use hegemonic masculine traits (HMTs) such as bonding (Noel et al., 2020; Hall & Kappel, 2018), heroism (Akesse-Brempong & Cudjoe, 2023), and male phallic prowess (Fiaveh, 2020) in their

advertisements to attract consumers and boost sales (Akesse-Brempong & Cudjoe, 2023), they do not explore the association between the hegemonic masculine traits shown in alcohol advertising and the message strategies used to depict such hegemonic masculine traits. This thesis therefore seeks to investigate this association using Taylor's (1999) six-segment message strategy wheel.

Second, although many studies have been conducted concerning the use of Taylor's (1999) Wheel for alcohol advertisements (Agarwal, 2020; Deng et al., 2020; Jung & Hovland, 2016; Venger & Wolburg, 2019; Wolburg & Venger, 2009; and Yang, 2019), most of them have focused on Western cultures; consequently, little is known about its use in non-Western cultures especially from the sub-Saharan region of Africa. Thus, this thesis endeavours to answer Taylor's (1999) call to investigate whether the Six-Segment Message Strategy Wheel can be effectively used beyond Western research by focusing on its application in advertisements of Ghanaian manufactured alcoholic beverages.

Third, the few known studies that link Taylor's Six-Segment Message Strategy Wheel to alcohol advertisements (Agarwal, 2020; Deng et al., 2020; Jung & Hovland, 2016; Venger & Wolburg, 2019; Wolburg & Venger, 2009) fail to investigate the relationship between Taylor's wheel and the specific type of drink being advertised. It is therefore not known if there is any significant association in the choice of advertising message strategies when promoting different types of liquor. This thesis seeks to investigate the association between the use of Taylor's Six-Segment Message Strategy Wheel and the promotion of Ghanaian-manufactured beer and bitters.

1.1 Background of the study

Alcohol advertising has been the subject of extensive research due to its potential impacts on consumer behaviour, societal norms, and public health (Kaewpramkusol et al., 2018; Hill & Friel, 2020; Tsai et al., 2019). The effectiveness of alcohol advertising strategies in shaping or reinforcing the construction of hegemonic masculine traits has been a focal point of investigation (Towns et al, 2012). In the realm of advertising theory, Taylor's (1999) Six-Segment Message Strategy Wheel (see detailed discussion in Chapter 4) has gained prominence for its comprehensive framework in understanding message strategies employed by advertisers to target specific audience segments and products (Wolburg & Haley, 2024).

Studies indicate that the choice of an advertising message strategy may be contingent upon factors such as context, social construction of gender roles within the target community, geographical location, and the nature of the product (Taylor, 1999). In Ghana, advertisements of alcoholic beverages, such as beer and bitters, aimed at influencing the patterns of alcohol consumption and individual identities (de Bruijn et al., 2014) have been found to portray socially constructed gender roles (Akesse-Brempong & Cudjoe, 2023, Fiaveh, 2020) as well as sociocultural events like funerals and festivals (Ba-an et al., 2022).

In parallel, some scholars of alcohol advertisement have also delved into the concept of hegemonic masculinity, which refers to the dominant set of ideals and behaviours associated with masculinity within a given society (Connell, 1987). Hegemonic masculine traits depicted in alcohol advertisements tend to permeate various aspects of life, including alcohol consumption patterns (Lutherus & Lyons, 2023). The portrayal of hegemonic masculinity in alcohol advertisements also influences how alcoholic products like beer and bitters (Fiaveh, 2020) or traits such as bonding, aggressiveness, and heroism are socially accepted as markers

of masculine identities (Akesse-Brempong & Cudjoe, 2023). However, the association between alcohol advertising, types of alcoholic beverages, and hegemonic masculinity traits in non-Western patriarchal[1] societies remain underexplored.

Non-Western patriarchal societies like Ghana (Ampadu-Siaw, 2019; Sikweyiya et al., 2020) provide a unique context for examining these dynamics. Ghana, with its rich cultural heritage (a blend of local traditional beliefs, British colonial influence, exposure to Western media, and diverse religious beliefs), and patriarchal social structures (Adzovie et al., 2019), presents an intriguing setting to explore how alcohol advertising message strategies interact with the type of alcoholic beverage being advertised and the hegemonic masculinity traits adopted.

Given the dearth of research in this area, investigating the associations between Taylor's Six-Segment Message Strategy Wheel, types of alcoholic beverages (beer and bitters), and hegemonic masculinity traits in Ghana could offer valuable insights into the intricate interplay of advertising, culture, and masculinity. Understanding these associations is critical for developing culturally sensitive interventions aimed at promoting responsible alcohol consumption and challenging harmful gender norms.

1.2 Purpose of the Thesis

The general focus of this thesis is to explore the applicability of Taylor's Six-Segment Message Strategy Wheel to alcohol advertisements and socially constructed hegemonic masculine traits from a non-Western patriarchal society like Ghana where men consume approximately 3.89

[1] A society or system where the cultural and institutional beliefs and patterns accept, support, and reproduce the domination of women and younger men by older or more powerful men (*Patriarchy - Sociology of Gender - iResearchNet*, 2018).

litres more alcohol annually than women - annual average alcohol consumption: 4.6 litres for men compared to 0.7 litres for women (Boachie et al., 2022). The following subsection outlines the seven specific goals of the thesis:

1.2.1 Specific goals

The specific goals of the study are (1) to identify which hegemonic masculine traits are most frequently portrayed in Ghanaian beer and bitters video advertisements, (2) find if there is an association between the hegemonic masculine traits used in advertisements and the type of alcohol (beer or bitters) advertised; (3) to find the level of hegemonic masculinity in Ghanaian alcohol video advertisements, and (4) if there is a significant difference in the level of hegemonic masculinity in Ghanaian alcohol video advertisements; (5) to determine the most prevalent of Taylor's message strategies in Ghanaian alcohol ads, (6) find if there is an association between Taylor's Wheel and the type of alcoholic drink advertised, and (7) find if there is an association between Taylor's message strategies and hegemonic masculine traits in Ghanaian alcohol video advertisements. To achieve the set goals, the thesis was split and presented in three articles (see Table 1). The next section identifies the research questions drawn from the set goals.

1.3 Research Questions

This thesis aims to answer seven research questions in line with the study's goals. To provide a clear direction for the thesis, the questions are addressed in three articles. Table 1 (see on next page) provides an overview of how the research questions as categorized under the three articles comprising this thesis.

Table 1. *The research questions for this thesis per article*

Articles	Research Question
Article One: Hegemonic Masculine Traits in Advertisements of Ghanaian Manufactured Alcoholic Brands: A Content Analysis	1. Which hegemonic masculine traits are most frequently portrayed in Ghanaian alcohol (beer and bitters) video advertisements? 2. Is there an association between the hegemonic masculine traits used in advertisements and the type of alcohol (beer or bitters) advertised?
Article Two: Content Analysis of the Level of Hegemonic Masculine Traits in Ghanaian Alcohol Video Advertisements.	1. What is the level of hegemonic masculinity in Ghanaian alcohol video advertisements? 2. Is there a significant difference in the level of hegemonic masculinity in Ghanaian alcohol video advertisements?
Article Three: Exploring the Nexus: Taylor's Six-Segment Message Strategy Wheel and Hegemonic Masculinity in Ghanaian Alcohol Video Advertisements.	1. Which of Taylor's strategies (ritual or transmission view) is most prevalent in Ghanaian alcohol ads? 2. Is there an association between Taylor's Wheel and the type of drink advertised? 3. Is there an association between Taylor's message strategies and hegemonic masculine traits in Ghanaian alcohol video advertisements?

1.4 Relevance of the Thesis

This thesis is relevant for both academic and practical reasons. It introduces new perspectives, empirical evidence, and theoretical insights into the study of alcohol advertising message strategies and hegemonic masculinity. This section presents the overall academic and practical relevance of the thesis. The specific relevance of each of the three articles that make up this thesis is provided in the discussion chapter of the thesis.

1.4.1 Academic Relevance

This thesis makes significant contributions to the academic community. First, it enhances our comprehension of advertising theory and practice by examining the intricate message strategies employed in Ghanaian alcohol video advertisements. By analysing how Taylor's message strategy wheel intersects with the types of alcoholic beverages being advertised, the thesis adds

to the knowledge of the nuanced ways in which advertisers aim to influence consumer behaviour and societal norms.

Second, this thesis contributes empirically to the field of culture advertising by exploring the levels of hegemonic masculinity traits in alcohol advertising from a non-western cultural context. In addition, it contributes empirically to the body of scholarly research on how advertising message strategies and masculine representations in the alcoholic industry interact by investigating the association between advertising message strategies and the hegemonic masculine traits in alcohol advertisements to deepen our understanding of the role of advertising in shaping cultural perceptions of hegemonic masculinity.

Third, the research addresses a significant theoretical gap by extending the applicability of Taylor's message strategy wheel beyond Western cultures. By examining advertisement content from Ghana's patriarchal cultural context, not only does this thesis broaden our understanding of the global applicability of Taylor's message strategy wheel, but it also knocks on the door of diversity and inclusion in advertising from a non-Western perspective (Eisend et al., 2023).

1.4.2 Practical Relevance

The practical relevance of this thesis stems from its potential to inform policymaking, advertising regulations, and marketing practices related to alcohol products. First, by examining the associations between advertising message strategies, types of alcoholic beverages, and the portrayal of hegemonic masculinity traits, the research can provide valuable insights into how alcohol advertising influences consumers' perceptions, behaviours, and societal norms.

Second, understanding these dynamics can aid policymakers in crafting more effective regulations to mitigate the potential negative impacts of alcohol advertising. The efficient implementation of such regulations can be achieved through the promotion of responsible consumption and addressing harmful gender stereotypes. Moreover, marketers and advertisers can also use the findings to develop more ethical and socially responsible advertising campaigns that resonate with diverse audiences while avoiding reinforcing harmful gender norms.

Third, the thesis can contribute to public health initiatives aimed at reducing alcohol-related harm by informing interventions targeting specific segments of the population influenced by alcohol advertising. By identifying the nuances of message strategies and their associations with specific types of alcoholic beverages and masculinity traits, public health campaigns can be tailored to counteract potentially harmful messaging and promote healthier behaviours.

1.5 Definition of Key Terms

This section briefly defines some key terms used in the thesis:

- Advertising message strategy : The approach used to effectively convey an ad message to a target audience.
- Alcohol advertising : The promotion of alcoholic beverages.
- Beer : Alcoholic beverage (with an alcohol by volume (ABV) range of 4%–10%), brewed by fermenting malt/barley, hobs, and yeast (Young, 2024).
- Bitters : Bitters are high-proof alcoholic drinks (with an alcohol by volume (ABV) range of 35%–45%) composed of

botanicals such as herbs, spices, barks, fruits, and roots (Traylor, 2022).

- Ghana : A country located on West Africa with a population of +34,706,882 (World Population Review, 2023).
- Hegemonic Masculine Traits (HMTs) : A set of characteristics, behaviours, or attitudes traditionally upheld as the norm or idealized standard of masculinity within a particular culture or society.
- Hegemonic Masculinity : A social practice that validates men's privileged status in society and rationalises the subjugation of women and other marginalised individuals (Connell, 2005).
- Message Strategy : The approach used in conveying the message in an advertisement - “what to say” - to the consumer. It is "a guiding approach to a company's or institution's promotional communication efforts for its products, its services, or itself." (Taylor, 1999, p. 3).

1.6 Outline of the Thesis

This thesis is presented in six chapters. Chapter 1 offers a concise introduction to the study, including its background, the purpose of the thesis, the research questions, the relevance of the thesis, and the definition of key terms. Chapter 2 provides an overview of the current literature on alcohol advertising, global alcohol consumption trends, the health consequences associated with alcohol consumption, and the regulations governing alcohol advertising in Ghana and serves as a prelude to the main study. Chapter 3 examines the two theoretical frameworks that underpin this thesis. This review raises important questions and identifies the gaps that guide this thesis' investigation into the relationship between advertising message strategies and

hegemonic masculinity in a non-Western context. The chapter also provides the conceptual framework that guides the direction of this thesis. Chapter 4 explains the methods adopted for collecting and analyzing data for the thesis. Chapter 5 presents the three articles that emerged from the thesis' research questions. The findings of each article are presented and discussed. Subsequently, their implications, limitations, and recommendations for further research are offered. Finally, chapter 6 provides a summary of the three articles, the thesis's general implications, limitations, recommendations, and conclusion.

CHAPTER 2

ALCOHOL ADVERTISING, CONSUMPTION PATTERNS, AND REGULATORY FRAMEWORK

2.1 Introduction

The influence of alcohol advertising on alcohol consumption and the associated health implications of alcohol consumption have emerged as significant concerns globally (Manortey & Kugbega, 2020) with attention on issues such as the patterns of consumption (International Center for Alcohol Policies [ICAP], 2004; Carrotte et al, 2016) and regulations on alcohol advertising (Atkin, 1993; Fogarty & Chapman, 2012; Radoš Krnel et al., 2023; Giesbrecht, 2024; Manthey, 2024).

This chapter delves into the intricate relationship between alcohol advertising, alcohol consumption patterns, and the regulatory landscape, focusing specifically on Ghana. Despite being a predominantly Christian[2] nation with a relatively low per capita alcohol consumption compared to other African countries, Ghana faces challenges associated with alcohol use, including public health risks and societal perceptions (Kyei-Arthur & Kyei-Gyamfi, 2023; Osei Asibey et al., 2023). Understanding the dynamics of alcohol advertising, consumption patterns, and regulatory efforts in Ghana is crucial for informing policy decisions aimed at mitigating alcohol-related harm while promoting public health and safety.

The chapter provides a general overview of existing literature on alcohol advertisement, discusses the impact of alcohol advertising on consumption patterns, examines Ghana's alcohol

[2] "Christian 71.2% (Pentecostal/Charismatic 28.3%, Protestant 18.4%, Catholic 13.1%, other 11.4%), Muslim 17.6%, traditional 5.2%, other 0.8%, none 5.2%" (*Ghana Statistical Service*, 2023, p. 2; Nsiah, 2021).

consumption trends, and evaluates the regulatory framework governing alcohol advertising in the country. Through this exploration, the chapter seeks to contribute to a deeper understanding of the complex interplay between alcohol advertising, consumption patterns, and related health outcomes. Furthermore, it functions as a foundation for rationalising the necessity to examine alcohol advertisements especially from a non-Western perspective, such as Ghana.

2.2 Global Alcohol consumption and related health conditions

Alcohol is a toxic, psychoactive, and addictive substance, and its abuse has been associated with over 200 health and risk conditions (World Health Organization, 2018b), however, the consumption of alcohol continues to be commonplace in most cultures globally (World Health Organization, 2018a). The current annual estimated amount of pure alcohol consumed per person aged 15 and older worldwide is 6.4 litres (World Health Organization, 2018a; World Health Organization, 2018b). This figure is expected to increase to 7.6 litres by 2030 (Huang et al., 2023).

Alcohol use is widely regarded as a public health problem around the world (Walls et al, 2020; Tampah-Naah & Amoah, 2015, Giesbrech et al., 2022). This is so because it has the propensity to increase the risk of a variety of noncommunicable illnesses, infectious disorders, mental health problems, and the tendency to incite violence and cause accidents (World Health Organization., 2018a). Some major concerns raised by the World Health Organization about the hazards or side effects of alcohol consumption include deaths in adults and youth; diseases and injuries; disability; mental and behavioural problems; noncommunicable diseases; infectious diseases; and socio-economic (see Table 2 on the next page).

Table 2. *World Health Organization facts on harmful use of alcohol*

Category	Information
1. Mortality	Every year, 3 million people die as a result of excessive alcohol use worldwide, accounting for 5.3 percent of all deaths.
2. Health	The adverse use of alcohol is a contributing factor in over 200 diseases and injuries.
3. Burden	Alcohol is responsible for 5.1 percent of the global burden of illness and injury, as measured in disability-adjusted life years (DALYs).
4. Age	Alcohol abuse leads to death and impairment at a young age. Alcohol is responsible for nearly 13.5 percent of all deaths in the 20–39-year-old age group.
5. Associations	There is a connection between unhealthy alcohol consumption and a variety of mental and behavioural problems, as well as other noncommunicable diseases and injuries.
6. Infections	The most recent causal associations between harmful drinking and the occurrence of infectious diseases such as tuberculosis and the progression of HIV/AIDS have been identified.
7. Impacts	In addition to negative health effects, harmful alcohol use has major social and economic consequences for both people and society as a whole.

Source: Elaboration of World Health Organization (2018a)

Alcohol-related risks have received a great deal of attention, to the degree that the United Nations' Sustainable Development Goal 3 (Target 3.5) focuses on tackling the hazardous use of alcohol (Walls et al, 2020). Alcohol-related health problems are becoming more widespread in several low-and middle-income nations (Chen et al., 2016). In the WHO African Region 33% of all deaths for people aged between 30 - 49 are related to alcohol consumption (Bouesso et al., 2024). Some of the alcohol-related health concerns that affect human body parts include cancers (Rumgay et al., 2021), gastritis, malnutrition, reduced eyesight, mood disturbances, and impotence (Te Whatu Ora Resource Store, 2022) (see Table 3).

Table 3. *Alcohol-related health conditions per body part*

Body Part	Complication/Condition
1. Blood and immune system	Anemia; HIV/AIDS; Hepatitis C; Tuberculosis; Infections
2. Bones and muscles	Muscle weakness; Gout
3. Brain and nervous system	Brain damage (Wernicke's encephalopathy, Korsakoff's dementia, etc), Nerve damage, Epilepsy, Sleep disturbances, Stroke
4. Breasts	Cancer of breast
5. Eyes	Decreased vision

	Body Part	Complication/Condition
6.	Heart and blood pressure	Coronary heart disease; Hypertension; Heart failure due to cardiomyopathy; Irregular heartbeat
7.	Intestines	Cancer of bowel
8.	Liver	Cancer of the liver, Alcoholic liver disease (fatty liver, hepatitis, cirrhosis)
9.	Lungs	Pneumonia
10.	Mental health	Addiction/dependence, Mood disorders, Withdrawal symptoms
11.	Mouth	Cancer of the mouth, voice box, and throat
12.	Pancreas and sugar digestion	Acute and chronic pancreatitis
13.	Sexual health	Impotence; Infertility; Fetal alcohol spectrum disorder (in children born to women who drink while pregnant); Premature birth/low birth weight (of babies born to women who drink while pregnant)
14.	Skin and fat	Malnutrition
15.	Stomach and food pipe	Cancer of food pipe (oesophagus); Chronic gastritis
16.	Whole body	Death

Source: Elaboration of Te Whatu Ora Resource Store Long-term Effects of Drinking Alcohol A4 Poster (2022)

Although less than half of the world's adults (43%) drink alcohol annually, the worldwide burden of illness caused by its adverse use is immense as it outnumbers the deaths caused by a host of other risk factors and illnesses that are high on the public health agenda (World Health Organization, 2018a). The World Health Organization (2018a) furthers that globally, alcohol use accounted for 5.3% of all deaths in 2016 (see the number of alcohol-related deaths in Table 4), surpassing tuberculosis (2.3%), HIV/AIDS (1.8%), diabetes (2.8 percent), hypertension (1.6 percent), stomach disorders (4.5 percent), traffic accidents (2.5%), and abuse (0.8%).

Table 4. *Deaths caused by alcohol usage*

Types		Number of deaths
1.	Digestive diseases	636,600
2.	Unintentional injuries	624,100
3.	Cardiovascular diseases	593,100
4.	Communicable, maternal, perinatal, and nutritional conditions	385,900
5.	Malignant neoplasms	376,200
6.	Suicide	233,900
7.	Alcohol use disorders	145,600
Total		**2,995,400**

Source: Elaboration of World Health Organization (2018a)

Additionally, studies show that there was a notable increase in alcohol-related deaths in the aftermath of the COVID-19 pandemic (BBC News, 2021; Limb, 2021; Swann, 2021; Grossman et al., 2020). The United Kingdom (England and Wales), for example, is estimated to have had 5,460 alcohol-related deaths during the period, relative to 4,689 alcohol-related deaths registered in 2019, indicating a +16.4 percent rise in alcohol-related deaths (Limb, 2021). In Germany, alcohol-related deaths increased by +5.3 % (Kilian et al., 2023).

In South Africa, it was reported that the government's ban on the sale and distribution of alcohol during the coronavirus lockdown resulted in a decrease in alcohol-related hospital admissions. Unfortunately, the ban led to an increase in the demand for home-brewed alcohol (BBC News, 2020). These homemade beer or alcoholic mixtures were found to be lethal and had the potential of causing permanent damage such as organ failure or blindness (Pyatt, 2020; Shalw, 2020). Reports indicate that some people died in agony, while others were hospitalized under critical conditions after drinking home-brewed beer (Pyatt, 2020; Shalw, 2020).

In the United States of America, in-store alcohol transactions increased by 21% between March and April 2020, while online alcohol sales increased by 234% compared to 2019. Sixty percent of respondents reported a rise in their alcohol consumption due to stress, alcohol supply, and boredom as compared to their drinking habits before COVID-19 (Grossman et al., 2020).

In their investigation of a global perspective on alcohol-related liver diseases, Narro et al. (2024) noted that, globally, the negative impact of the COVID-19 pandemic on alcohol consumption patterns, has culminating in a rise in mortality rate per quarter, from 1.1 % in the pre-COVID-19 era to 11.2 % due to Alcohol-associated liver disease (ALD) burden. Narro et al. (2024) recommend the banning of alcohol advertising.

2.3 Alcohol Consumption and Health Implications in Ghana

Alcohol consumption has become a prevalent aspect of social life worldwide (Dordoye et al., 2023; Adoma & Darko, 2020; Tachi et al., 2020) and a significant public health concern (World Health Organization, 2018b). The global average daily consumption of pure alcohol is 32.8 grams. However, in the World Health Organization (WHO) African region, which includes Ghana, the average consumption is approximately 20% higher at 40.0 grams per day (World Health Organization, 2018a). On average, the prevalence of alcohol use in sub-Saharan Africa is 60.0%, and that of Ghana is 30.5% (Alhassan & Anyinzaam-Adolipore, 2020; World Health Organization, 2018a). Although Ghana's percentage of alcohol use may seem modest in comparison to the WHO Africa region, it still presents a serious risk to public health (Boachie et al., 2022) with alcohol consumption ranking second to hepatitis B as the most prevalent cause of liver cirrhosis especially among men (Duah et al., 2021).

In Ghana, the consumption of alcohol is mostly dominated by men. Among men who consume alcohol, the average per capita alcohol consumption is 12.7 litres (Boachie et al., 2022). This trend exposes Ghanaian men who drink alcohol to the negative health consequences associated with alcohol consumption, as evidenced by the 7.3% prevalence of alcohol use disorder (AUD)[3] among Ghanaian men (Boachie et al., 2022, p. 6).

The existing body of research suggests that alcohol advertisements play a significant role in influencing the drinking habits of young men in Ghana (Adoma & Darko, 2020; de Bruijn, 2011; Kwegyiriba et al, 2021). Within this context, it is of utmost importance to conduct an

[3] Alcohol use disorder (AUD) is a brain disorder that leads to impaired ability to stop or control alcohol use despite adverse social, occupational, or health consequences. It encompasses alcohol abuse, dependence, and addiction. AUD ranges between mild, moderate, and severe (National Institute on Alcohol Abuse and Alcoholism, 2020).

inquiry into the advertising of alcohol, the consumption of alcohol, and the associated health consequences among men. This section of the current study provides an overview of existing literature on the effects of alcohol advertisements on men's alcohol consumption, the resulting health implications, and the current regulatory framework on alcohol advertisements and consumption in Ghana. By shedding light on these issues, this study seeks to contribute to the discourse on alcohol advertisement, how it relates to consumption, and its consequences for public health with a focus on Ghana and inform policy decisions aimed at curbing alcohol consumption and its associated negative health consequences.

2.4 The Power of Alcohol Advertising on Drinking Behaviours and Attitudes

The effect of alcohol advertising messages on how people drink alcohol is a question that keeps popping up for discussion; with the usual question being whether alcohol advertising leads to high alcohol consumption and unsafe drinking attitudes (Noel et al., 2020; Sargent & Babor, 2020; Babor et al., 2022; Norman et al., 2024). The public argument on the effect of alcohol ads on consumers is well-informed by scientific research (Smith and Foxcroft, 2009). A systematic review of seven related studies involving over 13,000 respondents shows indications of a connection between past exposure to alcohol ads and subsequent alcohol-drinking behaviour. The evidence from these prospective cohort studies indicates a moderate connection between young people's exposure to alcohol ads or promotional behaviour and their resulting consumption of alcohol (Smith and Foxcroft, 2009).

Later, Jernigan et al. (2017) conducted a systematic review of 12 longitudinal studies published since 2008, with durations ranging from 9 months to 8 years, and involving 35,219 participants from Europe, Asia, and North America. Their review revealed evidence of a positive association between the level of marketing exposure and the level of alcohol consumption in

all 12 studies. The alcohol industry however presents a counterargument, contending that the primary goal of advertising is to assist consumers in differentiating between various brands (Petticrew et al., 2017).

Notwithstanding the manifold adverse health ramifications linked to alcohol intake (Frimpong-Mansoh et al., 2021), the alcohol industry persists in expanding its consumer base, and advertising plays a pivotal function in its promotion (Adoma & Darko, 2020). The potential influence of alcohol advertising on alcohol consumption, including health and other associated difficulties, remains a source of apprehension for legislators and society (Agostinelli & Grube, 2002). Alcohol advertisements are an influential and important form of product promotion that tends to depict a way of life. Alcohol ads usually portray appealing lifestyles such as, “buddies” (Hall & Kappel, 2018, p. 2); recreation and adventure (Grube, 2004), forged around the product, and not necessarily the product itself (Nowosenetz, 2008) (see Figure 1).



Figure 1. *(a) Gulder beer ad associating alcohol consumption with a life of success; (b) Club beer ad associating alcohol consumption with "Chale" a Ghanaian slang term for friendship.*

Alcohol advertisements tend to establish a connection between alcohol consumption and desirable personal attributes such as amiability, sophistication, physical attractiveness, success, and romance (Grube, 2004). Suffice it to say, within the context of alcohol advertisement, advertising as a communication tool wields the power to shape people's behaviours and opinions (Gordon et al., 2018). This implies that advertisements play a crucial role in instilling products and services into the daily routines of consumers, thereby becoming an integral aspect of their "learned behaviours and socialization" (Hall & Kappel, 2018, p. 1).

The fact that alcohol advertising is a leading contributor to the rate at which people drink has been well documented (Hall & Kappel, 2018; Stautz et al, 2017; Chen et al., 2016; Towns et al, 2012; Snyder et al., 2006). Several studies suggest that there will always be a strong bond between advertising and alcohol consumption (Teng, et al., 2019; Hall & Kappel, 2018; Stautz & Marteau, 2016; Smith et al., 2014; Wells, et al., 2014; Visser & Smith, 2007; Jernigan & O'Hara, 2004; Agostinelli & Grube, 2002).

Alcohol promotional campaigns are related to the possibility of non-drinkers beginning to drink and new drinkers increasing their intake (Anderson et al., 2009). Twelve out of the thirteen longitudinal studies showed that exposure to alcohol advertising messages leads to the onset of alcohol consumption in non-drinkers as well as elevated intake levels in committed drinkers (Anderson et al., 2009). In each case, Anderson et al (2009) observed that researchers considered key confounding variables such as family and peer drinking, as well as associated demographic variables. In contrast, Pasch et al.'s (2007) examination of the impact of outdoor advertising installed within 453 meters of schools was the only study that found no immediate connection between alcohol advertisements and behaviour (Anderson et al., 2009, p. 241).

Interestingly, they “found an impact of exposure on intentions to drink in the next month” (Anderson et al, 2009, p. 241).

In addition, there have been longitudinal studies that point to a relationship between exposure to alcohol advertising and its related influences on people’s intention to drink and their behaviour toward alcohol consumption (Gordon, et al, 2018). Consequently, individuals who are frequently exposed to alcohol advertising messages may develop a habit of consuming alcohol regularly, which can have adverse effects on their health (Gordon, et al, 2018).

A key component in the study of the effects of alcohol advertisement on consumers is whether the relation between alcohol advertisement and its use is causal (Snyder et al, 2006). On the issue of the relationship between the cause and effect of alcohol ad communications, previous studies (Nelson, 2005; Anderson et al., 2009; Smith and Foxcroft, 2009) conclude that while alcohol advertisements may not directly affect consumers' volume of consumption, they may influence their purchasing decisions (Owusu-Prempeh et al, 2013). They further put forth that cross-sectional and longitudinal studies on the relationship between alcoholic beverage advertising and alcohol consumption have left "inconclusive, mixed, and contradictory" results (Owusu-Prempeh et al, 2013, p856). Table 5 highlights further findings from past studies on advertisement's impact on alcohol use.

Table 5. *Does alcohol advertisement lead to alcohol consumption?*

Source	Target Investigated	Methodology	Major Findings
1. Aiken et al. (2018)	Youth exposure to and perceptions of alcohol advertising	Face-to-face interviews	Young people's views of alcohol ads do not always match expert/industry assessments; goods are often sold in ways that are attractive to young people. **Increased desire to consume** and buy goods was **linked to strong ad appeal**.

Source	Target Investigated	Methodology	Major Findings
2. Aitken et al. (1988)	TV Alcohol ads; Under-age drinkers	Individual interviews of children aged 10-17	**Commercials for alcoholic beverages on TV encourage underage consumption**. Alcoholic beverage ads targeted at adolescents portray traits that younger teens find appealing. The outcomes of the study are coherent with previous research.
3. Berey et al. (2017)	Influence of Alcohol Advertising on Adolescent Drinking	Review of the literature on exposure to alcohol ads in conventional and digital media; how alcohol ads can affect drinking behaviour; and mitigating the effects of alcohol ads on teenagers.	**Alcoholic ads influence present and future use**. Alcohol ads can affect behaviour by altering consumers' alcohol perceptions, and norms about alcohol consumption.
4. Chatard et al. (2024)	An exploratory study of the associations between implicit and explicit processes that lead to alcohol addiction.	Mixed methods using the Implicit Association Test (IAT) for measuring the strength of associations between concepts, and the Dual-process models of cognition.	"**Exposure** to alcohol advertising or promotional activity is **associated** with subsequent **alcohol consumption** in young people" (p. 286).
5. Chen et al. (2005)	Relationship between alcohol advertising and consumption	Content analysis of Television alcohol ads; and self-administered questionnaires.	Evidence of a positive relationship between alcohol advertising and its consumption. **A strong recall of alcohol advertisements points to positive feelings towards the use of alcohol**, which in turn leads to a strong desire to drink alcohol.
6. Engels et al. (2009)	Effect of exposure to TV alcohol ads on drinking behaviour	Experimental study	**Participants** who were **exposed** to **heavy alcohol commercials drank not less** than **three glasses** of alcohol within **an hour**, whereas the group with **less exposure** or no alcohol portrayal took an average of **one and a half glasses**.
7. Finan et al. (2020)	Relationship between alcohol ad, consumption and alcohol use habits in teenagers and young adults.	Review of cross-sectional studies	There is evidence of **a favourable association** between alcohol advertisement consumption and alcohol use habits in youth and young adults, according to cross-sectional evidence.
8. Manthey et al. (2024)	Review of empirical studies on how changes in the regulation of alcohol marketing impact alcohol consumption	Descriptive systematic review	**Exposure to alcohol advertising "is linked to the initiation of alcohol use"** (p. 800). Existing empirical evidence suggest that **banning alcohol** marketing **does not reduce alcohol consumption**.

Source	Target Investigated	Methodology	Major Findings
9. Murray et al. (2022)	Investigation of the potential effect of alcohol ads on people with, or at risk of an alcohol problem	Literature review	**Alcohol ads** may **influence** people with, or at risk of, an alcohol problem emotionally or cognitively **leading to consumption**. Alcohol ads **trigger alcohol craving** in people recovering from alcohol problems and **pose a risk to recovery**.
10. Niederdeppe et al. (2021)	The relationship between alcohol use and exposure to TV alcohol ads.	Secondary analysis of televised alcohol ads and survey data.	A **slight** yet **coherent positive relationship** between alcohol advertising exposure and consumption
11. Norman et al. (2024)	Traditional strategies for controlling the promotion of alcohol and their applicability to digital media	An examination of "the applicability of (1) comprehensive or partial bans; (2) placement restrictions; (3) content restrictions; and (4) counter-advertising." using "international research, case studies, and reports," (p. 70)	Existing research relates **exposure** to **alcohol advertising** to **increased alcohol intake, alcohol-related harm,** and the **initiation** of alcohol use among **youths**.
12. Saffer (2020)	A guide for behavioural scientist to interpret and evaluate econometric studies on alcohol advertisement.	Econometric studies on causality indicate there is a small positive effect of alcohol advertising on consumption.	Advertising affects **consumer's perception of a brand, brand loyalty and stimulates consumption.**
13. Sargent & Babor (2020)	Relationship between exposure to alcohol marketing and youth drinking, viewed in context of criteria for causality.	Descriptive synthesis of 11 narrative and systematic reviews using the nine Bradford Hill causality criteria[4]	The **association between alcohol marketing and drinking** among young persons is causal.
14. Simons & van Dalen, 2017	Alcohol marketing on social media and the youth.	Literature review	Studies show that exposure to alcohol ads leads to positive attitudes towards alcohol consumption.
15. Smith and Foxcroft (2009)	Impact of alcohol ads, and portrayal on drinking behaviour in youth.	Review of cohort (longitudinal) studies	Cohort studies show that there is a **connection between** young people's exposure to alcohol ads and their resulting alcohol use.
16. Snowdon (2023)	Review of empirical evidence on the relationship between exposure to alcohol ads, the	Narrative review	"Academic literature has produced mixed findings, but the weight of evidence leans towards alcohol advertising having no important effect

[4] "(1) strength of association, (2) consistency, (3) specificity of association, (4) temporality, (5) biological gradient, (6) biological plausibility, (7) coherence, (8) experimental evidence, and (9) analogy" (Sargent & Babor (2020, p. 113).

Source	Target Investigated	Methodology	Major Findings
	ban on alcohol ads and alcohol consumption.		on the aggregate demand for alcohol" (p. 23).
17. van Dalen and Kuunders (2006)	Exposure, heavy drinking and risk	An analysis of data on alcohol promotion, youth, and discourse on regulations.	There is a connection between exposure to a lot of alcohol advertisements and drinking. A high level of exposure to alcohol messages may cause young people to start drinking early, become heavy drinkers, and put themselves at greater risk of injury.
18. Wilcox et al. (2015)	Alcohol Advertising (beer, wine or liquor); effect on overall use.	Time series regression	**Ads** may **affect customers' preference** of a brand or categories of that brand. Either no connection or a slight relationship between alcohol ads, net segment revenue, and the overall consumption. Reducing or banning alcohol ads to lessen consumption may not have the desired effect.
19a. World Health Organization (2009)	Promotion of alcoholic beverages	Econometric study	Econometric studies of the correlation between alcohol advertisement and consumption found the effects of alcohol advertising on behaviour. There were however minor variations in the amount of advertising which means scholars would have to search for potentially insignificant differences in drinking habits; the total volume of advertising measured does not essentially provide an accurate representation of exposure. Existence of relationships between exposure to alcohol advertising and drinking behaviour. For example, the depiction of alcohol consumption in the traditional media has been linked with the possible increase in drinking among prospective drinkers such as children and adolescents.
19b. World Health Organization. (2009)	Promotion of alcoholic beverages	Longitudinal studies	Alcohol ads have an influence on when people begin drinking and, on the dangers associated with drinking. Out of the thirteen studies, twelve inferred that exposure would cause people to start drinking or have existing drinkers drink more.
20. World Health Organization (2021)	Digital marketing of alcohol in the WHO European region. Challenges and policy options for better health.	Report on digital methods employed to invade alcohol consumers' online personal spaces.	Digital marketing uses algorithms to target consumers by matching the marketed offer to individuals' interests. Alcohol advertisers employ real-time algorithmic marketing process to extract data from consumers through cite viewed, uploaded demographics, geographical location, etcetera to predict

Source	Target Investigated	Methodology	Major Findings
			target's desires and influence their consumption behaviour.
21. Wyllie, Zhang and Casswell, (1998)	Liking; TV beer ads; consumption; alcohol-related problems	Exploratory study; non-recursive structural equation model.	Liking a TV beer ads influences the amount of alcohol consumed at a sitting. This by extension influences the level of alcohol-related problems.

2.5 Alcohol Advertising and Consumption in Africa: A Potential New Market

The prevalence of alcohol consumption and the operations of the alcohol industry are on the rise across the African continent (de Bruijn, 2011). The employment of alcohol advertising in Africa has become a vital strategy for the alcohol industry in establishing a positive image of the commodity and enhancing profits (de Bruijn, 2011). This has led to the creation of a highly desirable alcohol environment within the African region, which is largely influenced by the pricing and advertisement of numerous alcohol brands that appeal to diverse consumer segments (Matzopoulos et al., 2020).

The global alcohol industry has therefore shifted its focus from high-income countries – where rising awareness of alcohol-related harms and subsequent government regulation of the alcohol sector have led to decreases in alcohol intake – to low-income and middle-income regions of the world, such as Africa, to increase their sales and growth (Beemen, 2019; Walls et al., 2020). Major players in the alcohol industry such as SAB Miller and AB InBev; Pernod Ricard and Diageo (Hofman & Parry, 2017) are spending heavily on infrastructure and logistics to brace for the anticipated boom in revenue, with beer demand in Africa expected to grow at the fastest pace of any nation in the world, at 5%, compared to 4% in Asia and 3% in Latin America (African Business, 2016). For example, the profits Heineken – a global giant in the beer industry – makes from the African market are approximately 50 percent higher than the global average (Beemen, 2019).

Notwithstanding the alcohol industry's shift in focus toward Africa, Table 6 shows that WHO Africa regions are still considered among the least frequent consumers of alcohol in comparison to their WHO Europe, WHO South-East Asia, and WHO Americas counterparts (World Health Organization, 2018a). An analysis of the prevalence of current drinkers across the various World Health Organization (WHO) regions revealed that the WHO Africa region (AFR) had an alcohol consumption rate of 32.2%, ranking second only to the WHO Eastern Mediterranean Region (EMR) with a percentage of 2.9% (World Health Organization, 2018a). The EMR is primarily composed of Islamic states that generally disapprove of alcohol consumption and have a substantial population of lifetime abstainers, accounting for 94.9% of the region's population (see Table 6).

Table 6. *Current drinkers, Former drinkers, and Lifetime abstainers (in percentage) within the overall population (15+ years), by WHO regions and worldwide, 2016*

	Current drinkers %	Former drinkers %	Lifetime abstainers %
WHO Europe Region (EUR)	59.9	16.6	23.5
WHO Region of the Americas (AMR)	54.1	29.0	16.9
WHO South-East Asia Region (SEAR)	33.1	10.3	56.6
WHO Africa Region (AFR)	32.2	10.3	57.5
WHO Eastern Mediterranean Region (EMR)	2.9	2.2	94.9
World	43.0	12.5	44.5

Source: Elaboration of WHO Global Status Report (World Health Organization, 2018a)

A similar picture is painted in a comparison of former drinkers across the regions. In terms of lifetime abstainers, the table shows that a little over half of the African population (57.7%) have never consumed alcohol. The figures from the percentage of Lifetime abstainers seem to suggest a wider, untapped, and new alcohol market in WHO Africa as compared to the almost saturated markets of WHO Europe Region (EUR) 23.5% and WHO Region of the Americas (AMR) 16.9%. This supports de Bruijn's (2011) assertion that regions with low income, such as Africa, usually demonstrate high levels of abstention. Furthermore, the annual per capita

alcohol intake in African countries as compared to Europe and the Americas is relatively low. Out of 58 countries surveyed, South Africa (ranked ninth) - classified as a WHO upper middle-income[5] member state by the World Bank income group, 2016 (World Health Organization, 2018a) – was the only African country in the top 40 (Arney, 2021). It is worth mentioning that the four other African countries on the list: Tunisia (lower middle-income[6]), 42nd, (91.89 bottles (330ml) per person); Rwanda (low income[7]), 46th, (80.73 bottles (330ml) per person); Ghana (lower middle-income), 48th, (48.02 bottles (330ml) per person); Egypt (low middle-income), 55th, (15.03 bottles (330ml) per person) have a combined beer intake of (235.67 bottles (330ml) per person) just 1.07 bottles more than Argentina (234.6 bottles (330ml) per person) which is ranked, 21st (see Table 7 on pages 26 and 27).

Table 7. *International Beer Index 2021 per capita annual consumption per bottle*

Rank	Country	Average Per Capita Beers (330ml bottle) Consumed Annually	Rank	Country	Average Per Capita Beers (330ml bottle) Consumed Annually
1	Czech Republic	468.4	19	England	243.9
2	Spain	417.2	20	Canada	243.3
3	Germany	411.2	21	Argentina	234.6
4	Poland	397.8	22	Mexico	233.6
5	Austria	389.1	23	Denmark	233.5
6	Panama	372.9	24	Switzerland	223.7
7	Lithuania	348.8	25	Ukraine	212.8
8	Bosnia and Herz.	330.8	26	Guyana	202.4
9	**South Africa**	**322.4**	27	Chile	199.1
10	Belgium	298.7	28	Greece	194.7
11	US	282	29	Bolivia	194.1
12	Netherlands	278.1	30	Portugal	189.8
13	Brazil	277.2	31	Malta	176.5
14	Russia	264.7	32	Azerbaijan	164
15	Colombia	246.3	33	Belarus	158.9
16	Hungary	245.3	34	Thailand	142.4
17	Wales	244	35	France	140.2
18	Scotland	244	36	North Macedonia	132.6
37	South Korea	130.5	**48**	**Ghana**	**48.02**
38	China	127.4	49	Nepal	39.45

[5] Upper middle-income: Countries with a gross national income (GNI) per capita $4,046 and $12,535.

[6] Lower middle-income: Countries with a gross national income (GNI) per capita between $1,036 and $4,045;

[7] Low-income: Countries with a gross national income (GNI) per capita of $1,035 or less (*World Bank Country and Lending Groups – World Bank Data Help Desk*, 2021).

Rank	Country	Average Per Capita Beers (330ml bottle) Consumed Annually	Rank	Country	Average Per Capita Beers (330ml bottle) Consumed Annually
39	Italy	120.1	50	Armenia	35.98
40	Philippines	114.2	51	Malaysia	33.11
41	Georgia	92.56	52	Sri Lanka	32.8
42	**Tunisia**	**91.89**	53	Qatar	25.12
43	Kazakhstan	88.73	54	India	25
44	Japan	88.24	**55**	**Egypt**	**15.03**
45	Singapore	84.85	56	Jordan	8.44
46	**Rwanda**	**80.73**	57	Indonesia	6.73
47	Turkey	73.31	58	Haiti	3.76

Source: World Beer Index (Arney, 2021)

Next, the data presented in Table 8 suggests a positive correlation between lower average alcohol intake in a given region and a higher percentage share of unrecorded alcohol consumption. This implies that there exists an inverse relationship between a nation's alcohol consumption and the percentage of alcohol produced through domestic or illicit means. The World Health Organization (WHO) reported that the regions with the lowest alcohol intake are the Eastern Mediterranean (EMR), South-East Asia (SEAR), and Africa (AFR). Specifically, the per capita consumption of homebrewed or illegally manufactured alcoholic beverages in these regions is 66.67 percent, 45.65 percent, and 31.75 percent, respectively (World Health Organization, 2018a).

Additionally, Table 8 (see on next page) shows that in Africa, out of the total alcohol per capita (APC) consumption of 6.3 litres, 31.75% (2.0 litres) is unrecorded. In comparison, Europe and America have 18.73% (1.8 litres) and 13.75% (1.1 litres) of unrecorded cases, respectively. This observation supports the assertion that African nations are known for their secretive and undocumented manufacturing and consumption of alcoholic beverages (Oti Boateng, 2016, p. 3).

Table 8. *Unrecorded and recorded alcohol per capita (APC) consumption (15+ years) in litres of pure alcohol in WHO regions and the world, 2016*

	AFR	AMR	EMR	EUR	SEAR	WPR	WORLD
Recorded (R)	4.3	6.9	0.2	8.0	2.5	5.7	4.7
Unrecorded (U)	2.0	1.1	0.4	1.8	2.1	1.6	1.6
Total APC = R+U	6.3	8.0	0.6	9.8	4.6	7.3	6.3
Proportion of U of total APC (%)	31.75	13.75	66.67	18.37	45.65	21.92	25.40

Source: Researchers summary from WHO status report (World Health Organization, 2018a)
Note: AFR (WHO Africa Region); AMR (WHO Region of the Americas); EMR (WHO Eastern Mediterranean Region); EUR (WHO Europe Region); SEAR (WHO South-East Asia Region), WPR (WHO Western Pacific Region)

While African countries may not be among the top consumers of alcohol compared to Europe and America, the prevalence of alcohol use and utilisation is persistent (Ferreira-Borges et al., 2017; Oti Boateng, 2016). The assertion made above is supported by Tachi et al.'s (2020) submission that a considerable percentage of the elderly population in Ghana, ranging from 25% to 50%, partake in the consumption of alcoholic beverages (p. 220).

Several countries situated in the African region of the World Health Organization (WHO) continue to face challenges related to insufficient institutional capacity and interventions designed to address the adverse effects of alcohol consumption on public health. The insufficiency of political commitment, inefficient implementation of policies, and deficient monitoring mechanisms frequently impede the establishment of policies in specific regions (Peer, 2017). As a result, an increasing need has arisen for more resilient policies and institutions to regulate the consumption of alcohol (Tachi, et al, 2020).

2.6 Alcohol Advertising Practices and Market Dynamics in Sub-Saharan Africa

Alcohol is identified as a leading risk factor for health concerns, death, and disability in sub-Saharan Africa (de Bruijn, 2014; Obot, 2013; Limb 2021). An examination of alcohol marketing practices in four Sub-Saharan African countries – Gambia, Ghana, Nigeria, and

Uganda – resulted in the assertion that advertisement and consumption of alcohol are on the rise in Africa (de Bruijn, 2011). The shift towards alcohol advertisement and consumption in the Africa space therefore points to the fact that stricter alcohol control regulations are needed to prevent alcohol-related damage among drinkers while also protecting individuals who abstain from drinking (Ferreira-Borges et al., 2017). However, there appears to be very little evidence on how African countries address alcohol use and alcohol-related health issues (Ferreira-Borges et al., 2017).

The incidence of alcohol drinking in Africa is said to vary significantly among nations due to variances in ethnic variation, religion, level of welfare and industrialization, alcohol availability, acceptability of alcohol in society, and several other factors (Obot, 2013; de Bruijn, 2011; Rehm et al., 2009). Therefore, to reach out effectively to their different markets, advertisers in Africa employ country-specific marketing distribution channels such as product display, posters, flags or signs, murals, billboards, promotional items, television, radio, newspapers and the internet in sending out their alcohol advertisements (de Bruijn et al, 2014).

In a cross-nation study of five selected African countries, de Bruijn et al (2014) investigated the percentage distribution of outdoor media channels used in advertising alcohol. They found that Ghana (25.7%) and Uganda (23.3%) use more billboards to market alcohol, Uganda (54.5%), Nigeria (50%), and Madagascar (45%) use more posters to market alcohol. This suggests that alcohol advertisements in Ghana are larger in scale (billboards and wall/fence paintings) than in all the other four countries. In Gambia, an Islamic state, alcohol advertising is largely done through product display by stacking crates of the brand outside, with only a few wall/fence paintings (2.9%) and billboards (2.9%) to demonstrate. It is worth mentioning that they are the only country with a zero percent rate on posters, flags, and promotional materials.

This lends credence to the earlier notion that Islamic countries, may, due to religious limitations, tolerate less or no alcohol use and promotion (see Table 9).

Table 9. *Outdoor marketing distribution channels*

Country	Product display[8]	Poster	Flag/sign	Wall/fence painting	Billboard	Promotional item	Total
Gambia	**94.3**	0.0	0.0	2.9	2.9	0.0	100
Ghana	13.3	35.0	5.0	**18.3**	**26.7**	1.7	100
Nigeria	28.3	50.0	10.4	3.0	3.0	5.2	100
Uganda	0.9	**54.5**	8.9	5.4	22.3	**8.0**	100
Madagascar	18.7	45.1	**14.9**	5.1	8.8	7.3	100

Source: de Bruijn et al (2014).
Note: Numbers are in percentages (%)

In addition to these outdoor media channels, existing studies indicate that other traditional forms of media such as television and radio (Adoma & Darko, 2020; de Bruijn, 2011), as well as print media including newspapers and magazines (de Bruijn, 2014; Okonkwo,2018; vad den Bersselaar, 2011), and newer forms of media such as the internet and social media (Coffie 2023; Barry et al., 2018; Guyo et al., 2018 Letsela et al., 2018; World Health Organization 2022), are commonly utilized in Africa as means of disseminating alcohol advertisements (see Table 10).

Table 10. *Channels for distributing alcohol advertisements in Africa*

Source	Media channels	Finding
Adoma and Darko (2020)	Television, radio, social media, and billboards	Alcohol advertisements, especially on television, play a vital role in Ghanaian students' alcoholic purchasing behaviour.
Barry et al. (2018)	Television, social media, and posters.	Daily, people are exposed to alcohol industry messages and promotional material via social media. Advertisers promote alcoholic goods on social networking platforms by using product appeal and physical gratification.
Coffie (2023)	Newspaper, television, radio, and social media (YouTube)	Different types of alcoholic drinks are advertised on television. Most of these drinks are locally manufactured beer and distilled spirits.

[8] Outdoor product display is a way to display a product to catch the customer's eye and make them want to learn more about the products. Examples are shop window displays, tabletop or freestanding displays.

Source	Media channels	Finding
de Bruijn, (2011, p26-29)	Television and radio	Alcohol advertisements on Ghanaian television are aimed largely at adult men, followed by women, and young people. Alcohol advertisers sponsor a lot of radio and television programmes.
de Bruijn, (2014, p. 14-19)	Television, the Internet, newspapers, and magazines	Alcohol advertising, through television commercials, newspapers, magazines, and the internet, is used in targeting and encouraging new consumers to drink alcohol.
Guyo et al. (2018, p7)	Social media	Alcohol advertisements are prevalent on social media. However, the majority of Kenyans see the ads occasionally, while others see them on a regular basis. Men are more likely than women to be exposed to alcohol marketing on the internet.
Letsela et al. (2018, p181)	Television, social media, billboards, and posters.	South African youth are exposed to alcohol ads through mediums such as television, social media, and posters.
Okonkwo (2018, p. 506)	Newspapers	From the 1940s, adverts in West African newspapers and other media channels have depicted schnapps gin as a contemporary and global drink of choice for the well-to-do middle classes.
	Radio, television	Since 1949, advertising on radio and television has resulted in the beer business becoming one of the highest-earning economic sectors in Nigeria.
van den Bersselaar (2011, p385)	Newspaper	A study of the various approaches to newspaper advertising for schnapps gin, and beer in Ghana and Nigeria from 1949 to 1975. The study provides insights into the evolution of advertising in West Africa and the many ways by which African customers attached meaning to specific products.
World Health Organization (2022)	Television, radio, print, digital	The alcohol industry employs both traditional and digital media for local and cross-border marketing.

Advertising campaigns may employ any of these channels, or a combination of them, to expand the reach of their advertisements or to identify the optimal conditions for commercial display, often achieved through the frequent repetition of the advertisement (Owusu & Nyarku, 2014). In Ghana, for example, 80% of the adult population preferred online channels for their daily information, radio comes in second with 65.1%, television comes in third with 56.6%, and newspapers come in fourth with 20.4% (Media Foundation for West Africa & Reporters Without Borders, 2017).

2.7 Alcohol Consumption in Ghana Compared to Other African Countries

Ghana, a lower middle-income[9] (World Health Organization, 2018a) West African nation with a population of over 31 million people and a median age of 21.5 (Worldometer, 2020), which indicates a young population, has a total alcohol consumption prevalence of 26.7%; of this number, men have a prevalence of 35.8% while women have 17.5% (Oti Boateng, 2016). Table 11 - based on a comparative analysis of overall alcohol intake (litres) per individual aged 15+ in WHO Africa countries with over 50 percent Christianity or Islam as the main religion (Kiprop, 2019; Nag, 2019; World Health Organization, 2018a) - indicates that Ghana a predominantly Christian nation (71.2 percent), with an average annual alcohol per capita (APC) of 2.7 litres (World Health Organization, 2018a), is one of the least alcohol consuming countries in the WHO Africa region. From Table 11, Ghana ranks thirty-first (1 percent of the overall share) of the forty-nine African countries surveyed in terms of average alcohol consumption per capita. Further Ghana ranks twenty-fifth (25) out of the twenty-eight (28) predominantly Christian countries on the table (Ritchie and Roser, 2024).

It must be noted that most of the countries with records of low alcohol consumption and high abstinence attribute it to their strong Islamic anti-alcohol communities (Arney, 2021). Figures from Table 11 (see on next page) show a mean of 6.69 litres of pure alcohol for Christian countries and 1.58 litres of pure alcohol for Islamic countries. Interestingly, Ghana (2.7 litres), a Christian-dominated country (71.2 percent), has a lower percentage intake per capita consumption in litres of pure alcohol than Burkina Faso (8.2 litres) and Gambia (3.8 litres), who have high Islamic populations of 61 and 90 percent, respectively.

[9] Ghana was listed as lower middle-income by the World Bank in 2011 due to its steady economic growth. The World Bank classifies countries based on their gross national income separated by their population (African Initiatives, 2013).

Table 11. *Alcohol consumption per person aged 15+ in WHO Africa countries, 2016, with Christianity or Islam as dominant religions*

Country	Major Religion 50%+		Total alcohol per capita consumption (APC)	Country	Major Religion 50%+		Total alcohol per capita consumption (APC)
	Christ.	Islam			Christ.*	Islam	
1. Nigeria	58.0	-	13.4	25. ^Mauritius	-	-	3.6
2. Seychelles	93.1	-	12.0	26. Kenya	78.0	-	3.4
3. Gabon	73.0	-	11.5	27. Central African Rep.	80.3	-	3.3
4. Namibia	90.0	-	9.8	28. ^Togo	-	-	3.1
5. Uganda	84.0	-	9.5	29. ^Benin	-	-	3.0
6. Tanzania	61.4	-	9.4	30. Ethiopia	62.8	-	2.8
7. South Africa	79.7	-	9.3	**31. Ghana**	**71.2**	**-**	**2.7**
8. Rwanda	93.6	-	9.0	32. Democratic Republic of Congo	95.8	-	2.6
9. Cameroon	69.2	-	8.9	33. Mozambique	56.1	-	2.4
10. Botswana	71.6	-	8.4	34. ^Madagascar	-	-	1.9
11. ^Cote d'Ivoire	-	-	8.4	35. Tunisia	-	98.0	1.9
12. Burkina Faso	-	61.0	8.2	36. Chad	-	52.1	1.5
13. Congo	85.9	-	7.8	37. Eritrea	62.5	-	1.3
14. Burundi	75.0	-	7.5	38. Guinea	-	85.0	1.3
15. Sao Tome and Principe	97.0	-	6.8	39. Mali	-	90.0	1.3
16. Angola	95.0	-	6.4	40. Algeria	-	99.0	0.9
17. Liberia	85.5	-	5.8	41. Comoros	-	98.0	0.9
18. Cape Verde	85.0	-	5.7	42. Senegal	-	94.0	0.7
19. Lesotho	90.0	-	5.0	43. Morocco	-	99.0	0.6
20. ^Guinea-Bissau	-	-	4.8	44. Niger	-	80.0	0.5
21. Zambia	87.0	-	4.8	45. Sudan	-	97.0	0.5
22. Zimbabwe	84.0	-	4.8	46. Egypt	-	90.0	0.4
23. Gambia	-	90.0	3.8	47. Libya	-	96.6	0.0
24. Malawi	79.9	-	3.7	48. Mauritania	-	99.9	0.0

Source: Data on African countries drawn from Ritchie and Roser's (2024) larger data on alcohol consumption across the world; Kiprop (2019); Nag (2019); World Population Review (2022)
Note: *Christianity; ^ Countries with less than 50 percent Christian or Islamic population

2.8 Alcohol Advertising in Ghana

The development of advertising in Ghana dates back to the colonial era (Torto, 2019). In Hartenstein's (1932) book *Anibue*[10], he indicated the use of enamel-painted billboards that were produced and shipped to Ghana from England around 1860 (Funfschilling, 2013). Hartenstein also reports the use of posters to advertise assorted products, which included alcoholic beverages such as Guinness and Surf Brand Beer (Funfschilling, 2013; Kwami, 2013).

[10] A Ghanaian word that means **Civilization**

In the 1920s, the United African Company (UAC) established the first local-based advertising agency, known as West African Publicity Limited, to oversee advertising in Ghana and Nigeria. This marked the beginning of agency-coordinated [alcohol] advertising in Ghana (Torto, 2019; Van Den Bersselaar, 2011).

Over time, the advertising of alcoholic drinks in Ghana has witnessed steady growth (Adoma & Drako, 2020; Ofori-Kwakye, 2011), evolving from print in the 19th century (Torto, 2019), through radio: introduced in 1935 (Gadzekpo, 2021), and television: introduced in 1965 (Bedu-Addo, 2023; Dadzie, 2023) to the use of online and social media platforms such as YouTube, Facebook, and Instagram (Assibey et al., 2021).

Despite the technological advancements in the channels of communication and the shift towards social media advertisement, the content and message strategies of Ghanaian advertisements found in social media spaces continue to reflect the sociocultural dynamics of the Ghanaian people (Assibey et al., 2021) especially in the context of gender studies and hegemonic masculinity (Akesse-Brempong & Cudjoe, 2023). For example, Figure 2 shows three Star beer ads from different generations (ADLORD, 2016; AUCC-G8, 2019; Yamoah, 2017). All three ads depict the main male character holding up his glass of beer with a smile of satisfaction.



1960 1998 2016

Figure 2. *Evolution of male characters and satisfaction in Ghanian Star beer advertising*

The representation of gender roles in Ghanaian alcoholic beverage advertisements is generally considered to be influential because of its potential to shape how targets see themselves and their environments (Akesse-Brempong & Cudjoe, 2023, Tamba, 2017). However, gender-based investigations tend to focus on how advertisements objectify women (Bonsu, 2021; Adzovie et al., 2019; Diabah & Amfo, 2018), on the assumption that masculine roles are socially acceptable (Akesse-Brempong & Cudjoe, 2023) and therefore do not require discussion (Tamba, 2017).

Alcohol consumption, especially among men, is a widely accepted social norm in Ghana (Aboagye et al., 2021), and alcohol advertising plays a significant role in its promotion (de Bruijn et al., 2014). The depiction of alcohol consumption in Ghanaian advertisements promotes the idea that drinking is a customary and appealing practice, which amplifies the societal acceptance of alcohol consumption (Kwegyiriba et al., 2021) and reinforces the societal perception that alcohol consumption is a representation of manliness (Fiaveh, 2020). Unfortunately, exposure to alcohol advertising has been linked to increased instances of alcohol-related harm, including road accidents (Anto et al., 2020), domestic violence (World Health Organization, 2018a), and liver cancer disease (Nartey et al., 2022).

Notwithstanding the negative social and health implications associated with alcohol advertising and its consumption, alcoholic beverage manufacturers in Ghana continue to intensify their promotional efforts to maintain visibility or increase their market share of consumers (Ofori-Kwakye, 2011). For example, over the last decade, the advertising and marketing costs of

Guinness Ghana Breweries a public limited company (PLC)[11] have risen by 234.12% from GH¢28,986,000 in 2013 to GH¢96,899,000 in 2023 (Annual Reports Ghana, 2024). Although it is not the focus of this thesis, it is worth noting the sharp rise in the advertising budget after the peak COVID periods of 2019 and 2020 (see Figure 3). Additionally, the mean from 2013 to 2020 is GH¢28,156,875 while the mean from 2021- 2023 (after COVID) is GH¢86,540,333 signifying an increase in promotion.

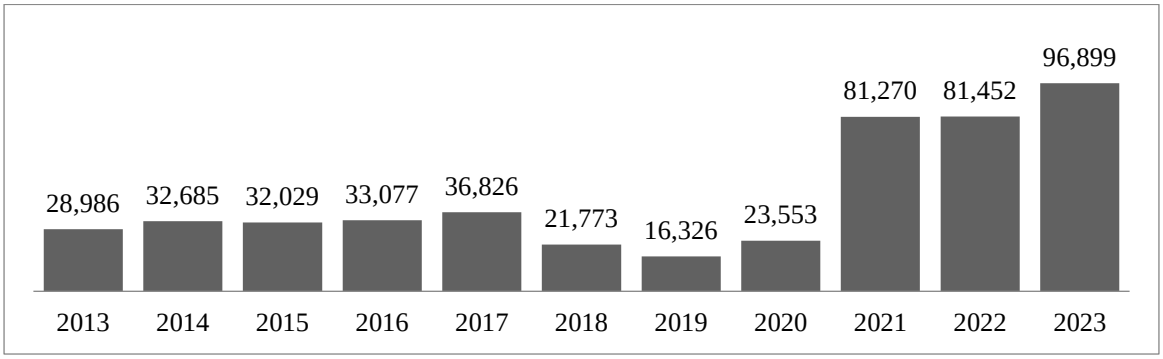


Figure 3. *Advertising and Marketing Expenses for Guinness Ghana Breweries PLC*

Note: Ghana Cedi (GH¢) has been the legal tender currency for trading in Ghana since 1965. The amounts stated are in millions of Ghana Cedis (GH¢'000). Current exchange rate: 1€ = GH¢15.65; 1$ = GH¢14.40 (May 2024)
Source: Own elaboration from Guinness Ghana Breweries PLC's Annual Report and Financial Statements (2013-2023)

2.9 Regulatory Framework on alcohol advertisements in Ghana

Advertising in Ghana is regulated by a variety of laws that are industry-specific (Ogundimu & Olajide, 2023). Currently (2024), before Ghana's parliament is the Advertising Council Bill, which is aimed at consolidating all the advertising laws (Ogundimu & Olajide, 2023). The Executive Director of the Advertising Association of Ghana (AAG), Mr. Isaac Kudjoe has highlighted the need to expedite the passing of the bill into law (Nonor, 2024). The bill, which

[11] Guinness Ghana Breweries PLC is the leading total beverage business in Ghana. It is the highest-ranking alcoholic beverage manufacturer in Ghana's prestigious *Club 100* (Top 100 companies in Ghana) and is listed on the Ghana Stock Exchange.

has been before Ghana's Parliament since 2010, if passed into law, would establish the Advertising Council of Ghana to serve as the official government body with the power to regulate advertising, register practitioners in the industry, and license advertising companies (Nonor, 2024). Until the bill is passed into law, alcohol advertising in Ghana continues to be primarily regulated by the Food and Drugs Authority (Assibey et al., 2021) and the Advertisers Association of Ghana (AAG) (Boamah et al., 2018).

2.9.1 The Food and Drugs Authority

The Food and Drugs Authority (FDA) was established in Ghana through the Public Health Act of 2012 (Act 851), Part 7, Section 80. The FDA's objective per Section 81 is to ensure effective standards for the safety, quality, efficacy, and regulation of food and drugs (including alcohol), household chemical substances, cosmetics, and medical devices (Food and Drugs Authority Annual Report, 2021). The FDA plays a pivotal role in ensuring that all alcohol advertisements in Ghana adhere to the prescribed promotional standards. The regulatory body conducts routine checks and monitors advertisements to ensure that they comply with the regulations. The FDA has the authority to demand that non-compliant advertisements be removed from circulation and may impose penalties (Section 140) on companies that breach the regulations.

Section 148(1) empowers the FDA to establish guidelines and codes of practice pertaining to food and drugs (hereinafter referred to as alcohol), and other products that fall under the purview of the Authority. Subject to Section 148(1), the FDA's unit responsible for providing guidance to advertising firms and companies operating under Ghana's jurisdiction is guided by a comprehensive promotional handbook "Guidelines for the Advertisement of Foods" (Assibey et al., 2021). Section 3.2 of the handbook outlines the requirements for promoting alcoholic beverages in Ghana. Subsection 3.2.1 for instance directs that advertisements for alcoholic

beverages shall feature explicit cautionary messages such as "Drink Responsibly," "Not for sale to Persons under 18 years of age," and "Not recommended for pregnant women" (Food and Drugs Authority, 2016, p. 6).

Furthermore, subsection 3.2.10 states that “no well-known personality or professional shall be used in alcoholic beverage advertising” (Food and Drugs Authority, 2016, p. 7). This guideline has been implemented into law by banning all celebrities from advertising alcoholic beverages to protect children who look up to celebrities. The ban, seen as discriminatory and an infringement on the rights of celebrities, is currently being contested in court (Dansoh, 2024; Musah & Sperkova, 2024). Some Ghanaian celebrities have openly spoken out against the ban, (see Figure 4) while others have turned to indirectly portraying alcoholic products in their music videos, movies, and social media platforms (see Figure 5) (Musah & Sperkova, 2024).



Figure 4. *Reactions of some Ghanaian celebrities on the ban (GhanaWeb, 2023, 2024)*

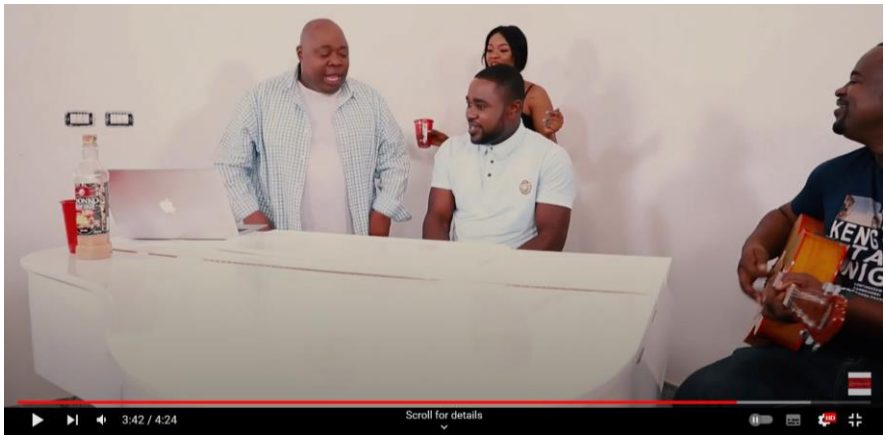


Figure 5. *Adonko bitters strategically placed in music video (Kwame Adinkra, 2019)*

Ghana's Public Health Act 2012 (Act 851) mandates the FDA under Section 148(2)(b)(ii) to regulate the labeling, packaging, and advertising of alcoholic beverages. Section 100(2) requires that all advertisements for alcoholic beverages must be submitted to the FDA for approval before they can be aired, published, or distributed. As a result, it is common to find the phrase "This advertisement has been vetted and approved by the FDA" (Assibey et al., 2021, p. 157) in most Ghanaian alcohol advertisements (see Figure 6).

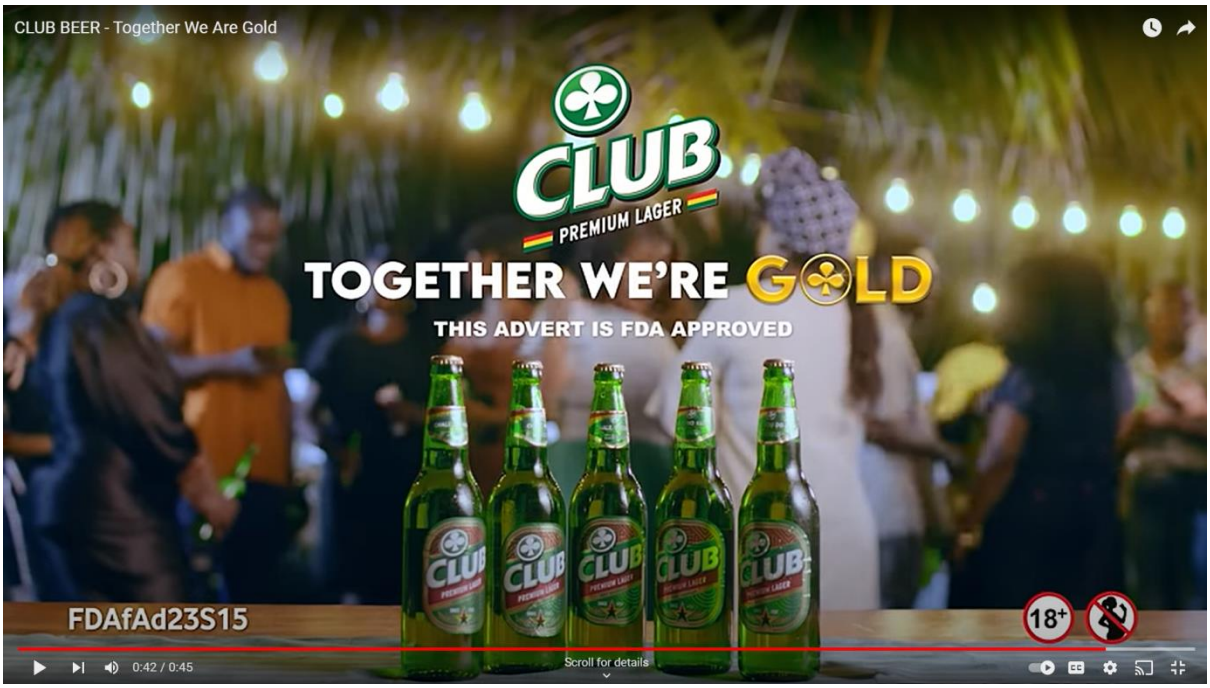


Figure 6. *An FDA-approved Club beer video advert (Club Beer, 2023)*

2.9.2 The Advertising Association of Ghana (AAG)

The Advertising Association of Ghana (AAG) is a non-profit organization that works closely with government agencies, regulatory bodies, and other stakeholders to promote professionalism, excellence, and ethical standards in the Ghanaian advertising industry (AAG Standards – Advertising Association of Ghana; Boateng et al., 2022). For example, the AAG works together with the FDA to vet and approve ads before they are exposed to the public

("First Schedule (Sections 8 and 14)," n.d., Article 21). Additionally, the AAG endeavors to ensure that its members adhere to established industry norms and conventions (AAG Standards – Advertising Association of Ghana, n.d.).

The AAG plays a vital role in regulating alcohol advertising in Ghana. As indicated earlier Ghana has regulations that govern the advertising of alcoholic beverages. In addition to the national regulations, the AAG has its code of professional conduct and ethics, with special provisions for the advertising of alcoholic beverages (Articles 32 - 44). For example, Article 39: Time of Exposure states that "An advertisement for alcoholic beverage shall not be aired between 6:00 am and 8:00 pm on radio and between 6:00 am and 10:00 pm on television" ("First Schedule (Sections 8 and 14),", (AAG Standards – Advertising Association of Ghana, n.d.). Article 43(b): Sexual Indulgence also states that advertisements for alcoholic beverages must refrain from depicting situations that denigrate the norms of sexual behaviour and must not purport or imply that the consumption of alcoholic beverages can directly enhance sexual prowess (AAG Standards – Advertising Association of Ghana, n.d.).

2.9.3 Challenges with enforcement of alcohol advertising regulations in Ghana

Despite the regulations, some alcohol companies in Ghana have been found to violate some of the set advertising regulations. For example, alcohol advertisements continue to be aired before 9:45 pm (Dogah, 2009). Some advertisers continue to use sexual themes and imagery to objectify women and claim their alcoholic products [especially bitters] can enhance sexual attractiveness (Sackey-Addo, 2015), while others suggest alcohol can improve male sexual prowess (Fiaveh, 2020). Such violations of the regulations on alcohol advertisement have raised concerns about the potential negative impact on viewers, particularly men, who may be more susceptible to such misleading advertisement messaging (Fiaveh, 2020).

The AAG's code of professional conduct and ethics frowns on the use of sportspeople as models, especially for alcoholic beverages (Amoako, 2012). Under the section on Special Provisions for Alcoholic Beverages, Article 32 (b): Radio/Television; Article 33 (b): Print Media, Article 34 (c): Outdoor, and Article 35 (b): Cinema, the AAG's code clearly state that, children, sportsmen, sportswomen, and pregnant women shall not be used as models in alcohol advertisements. This notwithstanding, some alcohol manufacturers or advertisers occasionally flout the AAG's code by using sportsmen and women in their advertisements. The Advertisers Association of Ghana (AAG), for example, had to threaten to drag Guinness Ghana Breweries PLC, the manufacturers of Guinness, before its Ethics Committee for using images of some players of Ghana's male senior national football team in their advertisements in violation of the code (Amoako, 2012; Dogah, 2009) (see Figure 7).



Figure 7. *Guinness beer advert depicting the captain and some players of the Black Stars, Ghana's men's national football team (Yesutor, 2013).*

This chapter examined existing research on global alcohol advertising, alcohol consumption patterns, and the associated health implications. The chapter further touched on alcohol advertising in Ghana and the country's existing advertising regulatory bodies and frameworks. Understanding these dynamics serves as a baseline to justify the critical need to analyse alcohol advertisements that focus on men, especially from a non-Western setting like Ghana. Examining alcohol advertising from such diverse perspectives fosters a more comprehensive understanding of the multifaceted relationship between alcohol advertising, consumption, and public health. The next Chapter will discuss the theoretical and conceptual frameworks on which this thesis is grounded.

CHAPTER 3

THEORETICAL FRAMEWORK

3.1 Introduction

This chapter discusses the theoretical frameworks underpinning this thesis which focuses on unravelling the intricate associations between advertising message strategies, types of alcoholic beverages, and hegemonic masculinity traits in Ghana's patriarchal setting. To achieve the study's objectives, I chose two well-established theories to guide this exploration: Connell's (1987) hegemonic masculinity and Taylor's (1999) six-segment message strategy wheel.

3.1.1 Justification for theoretical frameworks

Firstly, Connell's concept of hegemonic masculinity provides a robust foundation for understanding the socio-cultural dynamics that underpin notions of masculinity within society (Messerschmidt, 2019). Connell's (1987) framework delineates how certain traits, behaviours, and societal expectations coalesce to construct a hegemonic ideal of masculinity, one that often dominates and shapes societal norms (Ünlü, 2017). This theory is particularly pertinent in the context of alcohol advertising, as it allows for an examination of how representations of masculinity within these advertisements both reflect and perpetuate societal ideals, influencing consumer perceptions and behaviours (Towns et al, 2012).

Secondly, Taylor's six-segment message strategy wheel offers a comprehensive framework for analysing the diverse messaging strategies employed in advertising campaigns (Deng et al., 2020; Golan & Zaidner, 2008). The model categorizes advertising messages into six distinct segments, under two appeals logic or emotional, thereby providing a systematic approach to dissecting the nuanced techniques utilized by advertisers (Uluğ Yurttaş, & Özkoçak, 2020). By

applying this framework to the realm of alcohol advertising, it becomes possible to discern the specific strategies employed to convey messages about different types of alcoholic beverages: beer (Agarwal, 2020); spirits (Venger, & Wolburg, 2019), as well as their implications for delivering important cultural messages and reinforcing [hegemonic masculine] lifestyles (Venger, & Wolburg, 2019).

By combining Connell's theory of hegemonic masculinity and Taylor's six-segment messaging strategy wheel, this thesis presents a synergistic approach to examining the association between alcohol advertising message strategies, types of alcoholic beverages, and hegemonic masculine traits in a non-Western context that has received limited attention.

3.2 Theoretical Orientation

As indicated this thesis adopts two theoretical frameworks: Connell's (1987) hegemonic masculinity and Taylor's (1999) six-segment message strategy wheel. This section discusses each theory and how they are relevant to the thesis and its research questions and gaps.

3.2.1 Connell's (1987) Hegemonic masculinity

Hegemonic masculinity (Connell, 1987) is a well-established concept in the field of men and masculinities studies (Akesse-Brempong & Cudjoe, 2023; Diabah & Amfo, 2018; Messerschmidt, 2019). To gain a deeper understanding of Connell's (1987) concept of "hegemonic masculinity" and its relevance to this thesis, a concise overview of "hegemony" and "masculinity" as separate units is discussed. Subsequently, the study delves into their intersection within the context of Connell's framework.

3.2.1.1 What is Hegemony?

Hegemony, derived from the Greek word hēgemonia (Baykal, 2021) which means "dominance over" (Rosamond, 2020, para. 2) or “leadership and rule” (Schmidt, 2018, p.3). The concept was revivified in the 19th Century, through the prison writings of the Italian Marxist philosopher and political leader Antonio Gramsci (Houssay-Holzschuch, 2020). It is one of the major concepts studied by social scientists that have been applied in a variety of fields such as international relations, postcolonial theory, gender studies (Houssay-Holzschuch, 2020), and advertising (see Towns et al., 2012; Law, 1997; Wells et al., 2014; An & Kim, 2007; Parent & Cooper, 2020), thereby making it ambiguous to define (Tsuda, 2020, p. 1). Hegemony may be referred to as “the position of being the strongest and most powerful and therefore able to control others.” (Cambridge Dictionary, 2021) or “any system of power and domination” (Tsuda, 2020, p. 1). Hegemony represents the relationship between a dominating group and others (Schmidt, 2018), as well as socially acceptable depictions of masculine dominance over women and other men (Connell, 2005). Similarly, hegemony may refer to patriarchy's dominance in terms of gender; it denotes the authority that men have over women and other men (Donaldson, 1993).

3.2.2.2 What is Masculinity?

Masculinity is a social construct driven by institutions, practices, and societal norms, that shape how men perceive themselves and how they think they are expected to behave in order to be considered "real" men (OECD, 2021). Such expected masculine traits are not merely the result of “genetic coding or biological predispositions” (Itulua-Abumere, 2013, p.42; Mensah, 2021) but rather a system of practices into which each man is socialized relative to his cultural and socioeconomic background (Fernández-Álvarez, 2014; Itulua-Abumere, 2013; Kimmel, 2010). A well-grounded definition of masculinity also suggests that it is “simultaneously a place in

gender relations, the practices through which men and women engage that place in gender, and the effects of these practices in bodily experience, personality, and culture" (Connell, 2005, p. 71). Similarly, masculinity may be characterized as traits or practices that occur in specific cultural circumstances that are stereotypically linked with men and not expected of women (Itulua-Abumere, 2013; Sarwono & Fayardi, 2018), such as being powerful, successful, capable, and dependable (Fernández-Alvarez, 2014).

Furthermore, in media studies, a conventional definition of masculinity with a focus on what society expects men to do suggests that "masculinity is what men ought to be" (Connell, 2005, p.70). It is therefore not surprising to see alcohol ads portray men in masculine roles such as construction workers, top executives (Strate, 1992), heroes (Akesse-Brempong & Cudjoe, 2023), and not as sensitive men or househusbands. It is worth noting that masculinity may vary over time and across cultures (OECD, 2021). In advertising, though the male actors may vary in terms of profession, race, and age they all demonstrate conventional social concepts of the masculine role (Strate, 1992).

Masculinity is a collection of gendered traits (Mansfield, 2006; Kimmel & Aronson, 2004), behaviours, and values that have been prescribed and targeted especially at men throughout history in most cultures (Kimmel & Aronson, 2004). Some traits associated with masculinity in alcohol advertisement are phallic competence (Ampofo et al., 2009; Diabah, 2019; Fiaveh, 2020), hegemony (Towns et al., 2011; Broqua, 2013), assertiveness, ambition, toughness, focus on material gain, and work-oriented, men fight back and do not cry (Hofstede, 2001), protector of the weak, dependable, and laddish (Knudsen & Andersen, 2020), mature and sophisticated (Yang, 2019). These patriarchal ideologies go beyond a man's biological sex by pointing out that masculinity is socially structured (Adomako Ampofo, & Boateng, 2007; Kimmel, 2010) and

communicated through traits such as class, colour, nationality, age, and sexuality (Kimmel, 2010).

Scholars have debated the relevance of hegemony in conceptualizing masculine supremacy and have emphasized the need for further research into "male hegemony" (Berggren, 2018; Hearn, 2004). The complexity of men serving as socially constructed hegemonic individuals who play multiple roles such as leader, role model, and provider adds to the need for further studies on hegemonic masculinity (Hearn, 2004).

3.2.2.3 What is Hegemonic Masculinity?

The concept of hegemonic masculinity, developed by Connell (1987), has been a major contributor to the growth and development of masculinities studies (Messerschmidt, 2019). It refers to the prevailing or dominant solution to the issue of patriarchal legitimacy (Connell, 2005), in other words, it is the widely accepted and enforced practices (Connell & Messerschmidt, 2005) that ensure men hold a position of power and dominance, while women are relegated to a subordinate status (Messerschmidt, 2019). It also refers to the circumstance in which males with certain qualities wield authority over women and "other" men (Ünlü, 2017, Dey et al., 2024).

Additionally, hegemonic masculine stereotypes construct what it means to be a man in ways that render women less essential and "other" than men, if they exist at all (Towns et al., 2012). It reflects the social status of men (Towns et al., 2012; Messner & Montez De Oca, 2005) and establishes the representation of society's ideal of what male behavior should be (Kareithi, 2014; Cheng, 2007). Generally, studies on hegemonic masculinity suggest that men are emotionally stoic (Leeder, 2024), prone to violence (Lucy, 2024), assertive and macho, (Afreen

et al., 2023; McVittie and Goodall, 2017), camaraderie (Kennedy, 2023); sexually potent (Ampim et al. 2020); strong (Mann & Krane, 2017), proud, conquering (Kerry, 2017), dominant (Cheng, 2007; Connell & Messerschmidt, 2005), influential (Harker et al., 2005), heterosexual (Alsop et al., 2006; Scaptura and Boyle, 2020), marginalized gay men (Connell, 2005), daring (Trujillo, 1991), risk taker (Llompart, 2023), tough (Trott, 2020; Li, 2022), and aggressive (Brod, 1987, 2015; Forbes, 2022; Vidmar, 2023; Yang and Schänzel, 2023), (see Table 12).

Table 12. *Hegemonic masculine traits from previous studies not based on alcohol advertising*

Source	Journal/Book*	Study area	Hegemonic masculine traits
Afreen et al. (2023)	*PalArch's Journal of Archaeology of Egypt/Egyptology*	Gender and post-colonial literature studies	Macho, assertive, and courageous in the face of any adversity
Alsop et al. (2006)	*Theorizing gender**	Gender studies	Heterosexual; financially sound; responsible to family, logical, and able to manage one's emotions.
Ampim et al. (2020)	*Africa Today*	Gender studies	Breadwinner, responsible and sexually potent
Brod (1987, 2015)	*The New Men's Studies**	Men's studies	Working-class men; physical prowess; aggression; control over their job; manual and mental labour; financial power; workplace authority; and the potential for violence.
Cheng (2007)	*The Journal of Men's Studies*	Masculinities and intergroup relations	Domination; aggressiveness; competitiveness; athletic prowess; stoicism; and control
Connell (2005)	*Masculinities**	Gender studies	Tough and competitive; subordination of women; marginalization of gay men.
Connell and Messerschmidt (2005)	*Gender & Society*	Men and masculinities	Male dominance over women; ascendancy achieved through culture, institutions, and persuasion; contact sports; risk-taking sexual behaviour; Male-dominated offices and workplaces; male dominance over other males.
Forbes (2022)	*Religions*	Gender and Religion	Aggressiveness, violence, and material success
Harker et al. (2005)	*Journal of Marketing Management*	Gender portrayal in advertising	Authoritative personalities; productive; influential; dominating; independent; and successful.

Source	Journal/Book*	Study area	Hegemonic masculine traits
Kennedy (2023)	*Journal of Experiential Education*	Experimental education, gender, and masculinities	Dominance [power struggle], competitiveness, invalidation of women leaders [subordination of women], creating Boys' club within the work environment [male camaraderie]
Kerry (2017)	*Visual Communication*	Semiotic Landscape	Proud and conquering
Leeder (2024)	*Sociological Forum*	Gender and sexuality	Homophobic, emphasis on sex (particularly conquest or dominance), success in wealth (as a marker of power and status), and dominance (over others, particularly women), Tough or aggressive, emotional stoicism (sometimes called "stiff upper lip")
Li (2022)	*Journal of Consumer Marketing*	*Consumer Marketing*	Tough, self-reliant and display restrictive emotionality
Llompart (2023)	*Springer eBooks*	Literature and culture	Risk taker; hero
Lucy (2024)	*Men and Masculinities*		Hetero-sex, Physical mass, Propensity for violence
McVittie and Goodall (2017)	*The Psychology of Gender and Health*	Gender and Health	Assertive, aggressive, courageous, almost invulnerable to threats and problems, stoic in the face of adversity, refusal to acknowledge weakness, discouraging the expression of emotions or the need to seek help, macho (associated with hegemonic masculinity in Western societies)
Mann and Krane (2017)	*Neuroscience & Biobehavioural Psychology*	Sports and society	Strength; competitiveness; assertiveness; confidence; and independence.
Scaptura and Boyle (2020)	*Feminist Criminology*	Gender and criminology	Heterosexual, sexually active
Trott (2020)	*New Media & Society*	New media and society	Toughness, aggression, lack of empathy, devaluation of women, need for respect, competitiveness, and homophobia.
Trujillo (1991)	*Critical Studies in Mass Communication*	Media and hegemonic masculinity	Physical power and control; success at work in an industrial, capitalist society; patriarchy in the family; the daring, romantic frontiersman of the past and the modern outdoorsman; and phallic heterosexuality.
Vidmar (2023)	*Symbolic Interaction*	Masculinity studies	Aggression, misogyny and dominance over other men
Yang and Schänzel (2023)	*Tourism Geographies*	Tourism and gender geography	Aggression, dominance over women, and violent

3.2.3 Why is hegemonic masculinity ideal for this study?

In addressing the practices and relations that construct masculinity Connell (2005) identified five kinds of masculinities: Hegemonic, Complicit, Marginalised, Subordinate, and Protest (see Table 13).

Table 13. *Connell's five types of masculinity*

Type of Masculinity	Description
Hegemonic	It represents the most accepted definition of what it is to be a man. It forces all other men to put themselves in relation to it, and it makes the idea of women's worldwide servitude to men legitimate.
Complicit	This represents men who do not fall within the hegemonic masculine group yet benefit from the societal construct of patriarchal power associated with the male sex without ever questioning its legitimacy.
Marginalised	Socially marginalised men, such as minorities, immigrants, and indigenous tribes. They adhere to cultural norms yet are unable to fully benefit from them. They do not challenge male dominance or oppose patriarchal culture.
Subordinate	This group of men has traits that society thinks are feminine and weak, like being gay and caring too much.
Protest	Is "a pattern of masculinity constructed in local working-class settings, sometimes among ethnically marginalized men, which embodies the claim to power typical of regional hegemonic masculinities in Western countries, but which lacks the economic resources and institutional authority that underpins the regional and global patterns" (Connell & Messerschmidt, 2005, p. 847-848).

Source: Elaboration of Connell (2005), Connell & Messerschmidt, (2005); Messerschmidt, (2019)

Hegemonic masculinity was selected for this study because it is "distinguished from other masculinities" (Connell & Messerschmi, 2005, p. 832). Furthermore, “across a hierarchy of social power” (Scheibling & Lafrance, 2019. p. 223) it is considered the "most honoured way of being a man" (Connell & Messerschmi, 2005, p. 832). Hegemonic masculinity represents “the traditional archetype of virility and male stereotypes in accordance with a patriarchal culture” (Fernández-Álvarez, 2014, p. 49) and is ideal for "studying media representations of men" (Connell & Messerschmi, 2005, p. 833). In addition, “the concept of “hegemonic masculinity” remains highly salient to critical masculinities studies” (Messerschmidt, 2019, p. 85), and it is prominent in a lot of advertisements that encourage people to drink alcohol (Hall

and Kappel, 2018; Stautz et al., 2017; Chen et al., 2016; Jung & Hovland, 2016; Towns et al., 2012).

3.2.4 Hegemonic Masculinity in Alcohol Advertisement

Hegemonic masculinity "via alcohol use… embodies the currently most honored way of being a man. It requires all other men to position themselves in relation to it, and it ideologically legitimates the subordination of women and marginalized men" (Peralta, 2007, p. 750). The analysis of existing literature on hegemonic masculinity in alcohol advertising yielded traits such as: honorable, nationalist, capitalist, cosmopolitan, socially responsible, and compassionate (Siripai, 2020); provider, confident, professional achievement, financial success, being in charge, male bonding, adventure, and sexual virility (Cobbaert, 2019); pals, the worker (Hall & Kappel, 2018). The study further found traits such as manual labour, love of sports, heavy drinking, mateship, daring, emotion control, and problem-solving (Gee & Jackson, 2012); pursuit for glory, distinction, sexual and reproductive prowess (Mager, 2010); intelligence, strength, domineering (Nowosenetz, 2008); binge drinking, 'hardcore' drinking, adventurous (Lyons et al., 2006). Additionally, the literature suggests that alcohol advertisements often portray men drinking beer, not wine (Chapman et al., 2018) (see Table 14 for more details).

Table 14. *Hegemonic masculine traits from studies focused on alcohol ads*

Source	Country	Research Technique	Medium	Hegemonic Masculine Traits
Akesse-Brempong and Cudjoe (2023)	Ghana	Qualitative research to examine the meanings and patterns embedded in 12 purposively selected local alcoholic Ghanaian ads to obtain a holistic understanding of how they portray masculinity.	TV	Amatory; camaraderie; aggression; hero
Brown (2023)	USA	A critical discourse analysis, of comments forum in the	Newspaper	Legitimization of "toxic" masculine; accentuation of innate

Source	Country	Research Technique	Medium	Hegemonic Masculine Traits
		Daily Mail newspaper to assess how readers react to calls for a cultural shift from "toxic" masculinity.		gender differences; patriarchal subordination of women
Cerdán-Torregrosa (2022)	Spain	A qualitative discourse of Hegemonic masculinity among Spanish men aged between 18 and 24. It used discussion groups, semi-structured interviews, and an online non-participant observation on Instagram.	Online Instagram	Friends, protective men, heterosexuality, risk-taking
Chapman et al. (2018)	USA	Discursive content analysis of comments from the online beer community "beerit" on gender and craft beer consumption.	Online threads and comments	Men drink beer women drink wine; Men are found in pubs (bonding); "failures" men who consume light beer supposedly meant for women; men have sexual dominance over women.
Cobbaert (2019)	Australia	A content and semiotic analysis of 74 ads (2012 - 2017) on gendered stereotypes of hegemonic masculinity to ascertain the link between the high number of alcohol-related sexual assaults in Australia and gendered alcohol stereotypes.	Online posters	Physical characteristics (muscularity and strength); Physical activity or manual labour; Providers; Confidence; Professional achievement; Financial success; Authoritative; Male bonding; Sports; Adventurous; Risk-taking; Male sexual virility; In charge.
Gee & Jackson (2012)	New Zealand	A mixed-method qualitative study via contextualization, textual analysis of two of Speight's "Southern Man" ad campaigns, and an interview with the campaign's creator analyses how masculinities are formed and how they show a masculinity problem.	TV	Manual work (Farming); Love sports (Rugby); Heavy drinker (Beer); Mateship (Look out for Friends); Up to physical challenge; Do not easily show emotion; Kiwi ingenuity (Problem solver)
Hall & Kappel (2018)	USA	Observation of 77 alcohol ads. Stratified sampling of TV channels and programmes to assess how conventional and stereotypical ideas of gender and gender roles are represented.	TV	Women: hotties, bitches, the prop, the party girl, Men: The Buddies; losers "reflect the idea that masculinity is often precarious" (p. 576); the worker; and the 007s "men who are suave, individual, and "ladies men" (p. 576).
Lyons et al. (2006)	New Zealand & United Kingdom	Poststructuralist discourse analysis of text from alcohol ads in 18 UK magazines	Magazine	Binge drinking, 'hardcore' drinking, professionalism, public sphere, adventurous and risk-takers, aggression, violence, patriarchy, drinking at the pub, men in their banding together in a misogynistic alliance, discussing female sexuality, control over female sexuality.

Source	Country	Research Technique	Medium	Hegemonic Masculine Traits
Lyons et al. (2024)	New Zealand & United Kingdom	A narrative synthesis approach to review and identify gender themes in academic literature and reports on digital alcohol marketing over 10 years.	Social media platforms	Aggressive, assertive, bonding, dominance over women, excessive alcohol consumption, heterosexuality, independent, sports, strength, and successful
Mager (2010)	South Africa	A book on the expansion of commercial beer manufacturing, social drinking, and masculinity.	Print and broadcast	Pursuit for glory, distinction, sexual and reproductive prowess, partake in physical sports, deep play, violence, heavy beer drinking, watch sports
Nowosenetz (2008)	South Africa	Qualitative discourse analysis to investigate the construction of masculinity and femininity in alcohol ads.	Magazine	Feminity: passive sex objects Masculinity: intelligence, strength, domineering.
Siripai (2020)	Thailand	Mixed methods: Qualitative content analysis of Thai alcohol adverts, in-depth interviews, and focus groups.	TV	Honourable (Loyal to the Monarchy); Patriotic, strong, and proud; Capitalism (Hardworking and successful); Cosmopolitanism (Modern and Western-educated); Socially responsible (Concern for preserving Thai culture and Buddhism); Compassionate

3.2.5 Link to thesis research questions

The hegemonic masculine traits identified in Tables 12 and 13 serve as a baseline for creating a thematic cluster for this study (discussed in further depth under the "Methodology" section). Drawing on the identified hegemonic masculine traits, this study's first research question seeks to determine:

RQ_1: Which hegemonic masculine traits (HMTs) are most frequently portrayed in Ghanaian alcohol (beer and bitters) video advertisements?

Furthermore, given that the concept of hegemonic masculinity may vary across cultures (Kareithi, 2014; Connell & Messerschmidt, 2005; Connell, 1987) and that products possess their own unique cultures (Parsons & Maclaran, 2009), this study sought to investigate whether

the portrayal of hegemonic masculine traits in alcohol video advertisements differs based on the type of alcohol being promoted by proposing a second research question:

RQ_2: Is there an association between the hegemonic masculine traits used in advertisements and the type of alcohol (beer or bitters) advertised?

Advertisements for Ghanaian-manufactured alcoholic beverages prominently feature hegemonic masculine traits (Akesse-Brempong & Cudjoe, 2023). They add that advertisers purposefully incorporate these traits to generate demand for alcohol among males. Based on their assertion, this study seeks to find the degree to which hegemonic masculine traits are employed in Ghanaian alcoholic advertisements by posing two more questions:

RQ_3. What is the level of hegemonic masculinity in Ghanaian alcohol video advertisements?

RQ_4. Is there a significant difference in the level of hegemonic masculine traits in Ghanaian alcohol video advertisements?

3.2.6 Taylor's Six-Segment Message Strategy

An advertising messaging strategy is "a guiding approach to a company's or institution's promotional communication efforts for its products, its services or itself." (Taylor, 1999, p.7). Advertising message strategies are fundamentally informational (cognitive) or transformational (emotional) (Golan & Zaider, 2008). That is to say that advertising message strategies either appeal to the consumer's head by giving him or her a reason why they need the product or appeal to the heart by touching on the consumer's feelings (Wu et al., 2022).

Taylor's (1999) Six-Segment Message Strategy Wheel is a comprehensive model drawn from several theories of consumer psychology for analyzing and categorizing ad message strategies (Brito & Pratas, 2015; Golan & Zaidner, 2008; Jacobson et al., 2023; Uluğ Yurttaş & Özkoçak,

2020). It draws from the theoretical work of Carey (1975), Frazer's (1983) creative strategy summary, Kotler's (1965) consumer response theories, Laskey et al.'s (1989) typology of main message strategies for television advertisements, Petty et al.'s (1983) elaboration likelihood model, Rossiter et al.'s (1991) strategy model, and Vaughan's (1980) FCB Grid (Taylor, 1999). The model "provides insights into the advertiser's intended message" (Wolburg & Venger, 2009, p. 21); it serves as "the best alternative" to understanding the "advertiser's message strategy for communicating the benefits of consumption" (Venger & Wolburg, 2019, p. 298).

By further drawing on Carey's (1975) and Rothenberg's (1995) argument that advertisement messages serve two distinct but harmonious purposes, Taylor (1999) classified message strategies into two categories: 'ritual view', that is, messages that target consumers' emotions (comparable to the informational approach), and 'transmission view', messages that target logic or the consumers' ability to reason (comparable to the transformational approach), (Jung & Hovland, 2016; Taylor, 1999; Venger & Wolburg, 2019).

Beyond this dichotomy, the ritual and transmission views are further expanded to form the six-segment messaging strategy wheel (Golan & Zaidner, 2008; Uluğ Yurttaş & Özkoçak, 2020) (see Figure 8).

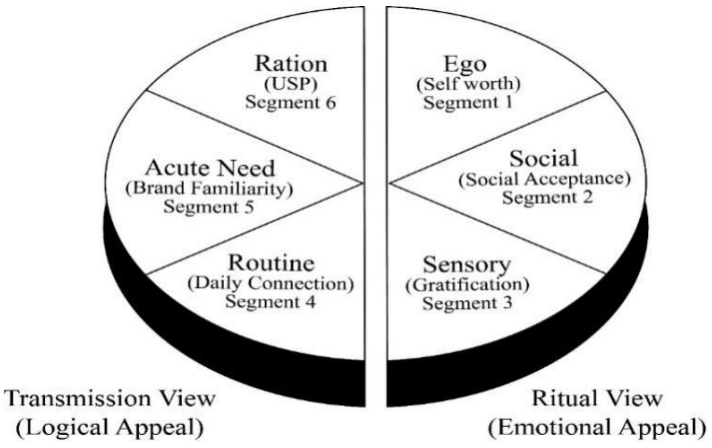


Figure 8. *Six-segment message strategy wheel (Taylor, 1999)*

The first three segments of Taylor's six-segment message strategy wheel (ritual: ego; social; sensory) "are for products that have high emotional importance and use" while the fourth to sixth segments (transmission: acute need; ration; routine) "are best suited for providing detailed economic information about the product, price, and benefits." (Ju & Park, 2015, p. 21) (see Table 15).

Table 15. *Description of the six segments of Taylor's (1999) wheel*

View	Segments	Description
Ritual	1. Ego	This segment employs Freudian psychoanalysis to appeal to consumers' egos. It caters to the consumer's self-perception or desired identity. Such ads appeal to brands that emphasize the consumers' self-worth and definition of who they are through product ownership or consumption (Finneman et al., 2023; Taylor, 1999).
	2. Social	This strategy promotes societal approval through the use or ownership of the product. It draws on the Veblenian social-psychological model that promotes "love, attachment, affliction, notice, or admiration" (Taylor, 1999, p. 13).
	3. Sensory	These ads appeal to customers' senses of smell, touch, hearing, taste, and sight (Finneman et al., 2023). Drawing on the Cyrenaics concept, Taylor (1999), argues that the approach gives clients "moments of pleasure" (p. 13) by showing how the product would satisfy their sensory needs.
Transmission	4. Routine	This segment leans towards the Pavlovian learning model (Taylor, 1999). It emphasizes the product's place in a consumer's everyday life (Golan & Zaidner, 2008) it uses "convenience, ease of use, and product efficacy" to remind consumers to keep buying (Taylor, 1999, p. 13).
	5. Acute need	This targets customers with immediate needs but limited time. It focuses on building brand recognition and familiarity for products to be "known and trusted" (Taylor, 1999, p. 13).
	6. Ration	The Marshallian economic model (Kotler, 1965), which suggests "that purchasing decisions are the result of largely "rational" and conscious economic motivations" (Taylor, 1999, p. 8), together with the customer's need for information, underpins this segment of the wheel (Taylor, 1999). Ads in this segment employ logic-based information and persuasive strategies like projecting the product's unique selling proposition (USP) for the product to seem better than that of competitors (Golan & Zaidner, 2008; Ju & Park, 2015; Taylor, 1999).

Source: Own elaboration from Finneman et al. (2023); Golan & Zaidner (2008); Ju & Park (2015); Taylor (1999)

3.2.7 Application of Taylor's six-segment message strategy in advertising studies

Taylor's (1999) Wheel has been used to analyse different products or issues in advertising, such as Historical analysis (Finneman, 2024); College student's alcohol consumption (Wolburg and Haley, 2024); employees' public social media posts(Jacobson et al., 2023); Covid-19 (Deng et al., 2020), TV ads of various product categories (Uluğ Yurttaş, &Özkoçak, 2020); Instagram advertising (Zengin & Zengin, 2020); TV commercials from different cultures (Wang & Praet, 2015; Uluğ Yurttaş, & Özkoçak, 2020; Al Kalbani et al., 2022); Drug advertising (Tsai and Lancaster, 2012; Ju and Park, 2015); luxury brands (James, 2011); and viral advertising (Golan and Zaidner, 2008) (see Tables 16 for details).

Table 16. *Studies that apply Taylor's (1999) wheel to advertising in general*

Author	Type of Research	Findings
Al Kalbani et al. (2022)	Content analysis of 118 commercials OmanTV	Advertisements on OmanTV use both emotional and logical approaches but focus more on the social segment.
Ahn, H., Wu, L., & Taylor, R. N. (2013)	Content analysis of the communication approach and message strategy used for cosmetic surgery websites	Cosmetic websites use $ration_{\text{transmission view}}$ and *ego, social,* and $sensory_{\text{ritual view}}$. They use female models and natural objects to appeal to emotions.
Deng et al. (2020)	Content analysis of 345 COVID-19 internet ad videos from 49 countries	Most ads used a transformational technique to keep community spread to a minimum. A narrative messaging approach that uses storytelling, ad length, music, and comedy to persuade viewers was the most effective.
Finneman (2024)	Historical analysis of display advertising during the Great Depression (1934) in Nebraska, Colorado, Kansas, Oklahoma, New Mexico, and Texas.	The informational/rational approach was used most by banks, utilities, and transportation to reassure and empathize with customers. Nonessential businesses like cosmetics, luxury home products, and tobacco employed the transformational/sensory strategy to drive high-quality expenditure.
Golan and Zaidner (2008)	Content analysis of 360 online viral ads	Most advertisers used individual ego-oriented appeals centered on themes like humour and sexuality. Routine is the least used strategy in viral ads.
Jacobson et al. (2023)	Content analysis of employees' public social media posts	Employees use different message strategies, especially ego and social in text-based and image-based messages, targeting current customers, prospective customers, current employees, and prospective employees.

Author	Type of Research	Findings
James (2011)	Content analysis of 317 ads for luxury brands that appeared in different print magazines	Transformational appeals were used the most in all business sectors except fast-moving consumer goods. Ego appeals were the most prevalent in the luxury business sector.
Ju and Park (2015)	Theory-based content analysis of direct-to-consumer prescription drug advertising (DTCA)	Combined use of informational and transformational message strategies. Message strategies vary across therapeutic categories and DTCA categories with different levels of ad spending.
Tsai and Lancaster (2012)	Content analysis of 96 direct-to-consumer pharmaceutical ads	Direct-to-consumer ads combine transmission and ritual approaches to provide medical and drug information.
Uluğ Yurttaş, & Özkoçak (2020)	Content analysis of 320 Turkish TV ads to examine the formats and content of ad messages	Most ads use transmission view with an aim to inform customers. The ration segment was the most frequent of the six segments.
Wang and Praet (2015)	A review of message strategy typologies in China	Chinese TV ads (82.3%) use the emotional appeal message strategy, 54.1% of ads appeal to reasoning, and 12% of commercials use a cognitive strategy.
Wolburg and Haley (2024)	A qualitative study of eight online focus groups aimed at giving voice to 40 college student non-drinkers.	Ration strategy (86%) resonated best with participants. Social media reinforcement makes changing the drinking norm difficult. Participants called for raising awareness through non-drinking activities, avoiding judgmental messages, and concentrating on freshmen. Student- and peer-generated content is better than university-generated.
Zengin & Zengin (2020)	An exploratory study of how brands use their Instagram profiles to convey brand messages to their target audiences.	Transmission message strategies, especially ration, (75.9%) are used more than ritual strategies

3.2.8 Application of Taylor's six-segment message strategy wheel to studies focused on alcoholic product advertising

In the context of alcohol advertising, Jung and Hovland (2016) used the wheel to examine the content of 316 alcohol advertisements in gender-specific American magazines (Women: *Southern Living* and *Vogue*; Men: *Playboy* and *Sports Illustrated*). They discovered that regardless of gender, the ads appealed to the emotions of the target audience; and concluded that though the content of the messages was the same for men and women ("what to say"), there were distinctions in the style of presentation ("how to say it") (p. 232).

Agarwal (2020) used the wheel to identify message strategies that impacted user engagement in 303 alcohol ads on Instagram from three leading brands in the United States of America: *Bud Light, Budweiser,* and *Coors Light*. She found *social* (ritual view) and *ration* (transmission view) to be the most popular strategies. She cites the ration strategy as a new trend in alcohol advertising and calls for further investigation to evaluate that claim.

Wolburg and Venger's (2009) cross-cultural study of American and Ukrainian alcohol advertisements found that both countries mostly employed strategies from the ritual view part of Taylor's (1999) wheel. American advertisers appealed more to *ego* (43%), while Ukrainian ads employed *social* (31%) and *sensory* (31%) strategies.

A decade later, Venger & Wolburg (2019) conducted a similar cross-cultural textual analysis of alcohol ad strategies comparing Ukraine (60 ads) and the United States (74 ads) as a follow-up to Wolburg and Venger (2009). The study aimed to observe potential changes or trends that may have emerged over time and how Ukraine and the United States navigate the challenging regulatory environment for alcohol advertising. The results showed that though transmission and ritual views were present in Ukraine and the United States magazine alcohol ads, both countries used more of the transmission view (Ukraine: ration, 61.11%; the United States, ration, 64%). They indicate that the transmission view is "ideal for providing economic information about the product, price, and benefits" (Venger & Wolburg, 2019, p. 298). Additionally, they explain that Ukrainian alcohol advertisers employ less risky forms of creative strategy by placing greater emphasis on product claims due to the country's stringent regulatory policy and the public's opposition to alcohol advertisements. On the other hand, American alcohol advertisers use puffery to position their products as "the best," owing to

concerns about potential future regulations, “public scrutiny,” and a “desire to avoid the fate of the tobacco companies” (p. 309).

It is worth noting that the few existing studies that apply Taylor’s Wheel to alcohol advertisements fail to apply the Wheel within the African context (see Table 17). It therefore remains unclear how the model will perform in a non-Western patriarchal context, such as Ghana. This thesis therefore seeks to examine the prevalence of Taylor's (1999) framework in alcohol video advertisements from a non-Western patriarchal context, such as Ghana, and the association between Taylor’s Wheel and the type of alcohol advertised by posing:

RQ_5: Which of Taylor’s strategies (ritual or transmission view) is most prevalent in Ghanaian alcohol ads? and,

RQ_6: Is there an association between Taylor’s Wheel and the type of drink advertised?

Table 17. *Alcohol advertising studies that employ Taylor's (1999) wheel*

Author	Country	Medium	Topic
Agarwal (2020)	USA	Instagram	Communication Strategies in Alcohol Marketing: Application of Six-segment Message Strategy Wheel
Venger, & Wolburg, (2019)	Ukrainian and USA	Magazines	Playing the Game (or Not): How Ukraine and the United States Navigate the Hostile Regulatory Environment for Alcohol Advertising
Jung and Hovland, (2016)	USA	Magazines	Targeting gender: A content analysis of alcohol advertising in magazines
Wolburg and Venger (2009)	Ukrainian and USA	Magazines	“Regulating Sin” Across Cultures

3.2.9 Connecting Taylor’s Wheel and Hegemonic Masculinity

Advertising thrives on putting out messages that resonate with target audiences (Landa, 2021). In the world of alcohol advertising, hegemonic masculinity is a prominent tool for idealising (Siripai, 2020), constructing (Towns et al., 2012), and promoting male dominance (Akesse-Brempong & Cudjoe, 2023). It is therefore important to gain an understanding of the

intersection between the advertising message strategies used and the hegemonic masculine traits employed, in alcohol advertisements.

Although studies exist on how alcohol advertisers employ hegemonic masculine traits such as friendship (Noel et al., 2020; Hall & Kappel, 2018); heroism (Akesse-Brempong & Cudjoe, 2023); and male phallic prowess (Fiaveh, 2020) in their ad messages to reach consumers (Akesse-Brempong & Cudjoe, 2023), they fail to explore if there is a significant association between Taylor's wheel and the use of hegemonic masculine traits in alcohol advertising.

This gap in the literature highlights the need to explore the relationship between Taylor's six-segment messaging strategy wheel and the hegemonic masculine traits in alcohol advertisements. To this end, the study poses the seventh research question:

RQ_7: Is there an association between Taylor's Wheel and Hegemonic Masculine Traits (HMTs) in alcohol ads?

By addressing this question, this thesis will provide insights into how marketing strategies align with societal norms and gender roles in the Ghanaian context. Understanding this relationship can help raise alcohol manufacturers' awareness of the negative implications of promoting socially constructed hegemonic masculine traits.

3.3 Conceptual framework: linking hegemonic masculine traits, advertising message strategies, and alcoholic beverages.

A conceptual framework is a researcher's interpretation of how the various variables in his analysis relate to one another; it determines the factors that must be used in the test study and

serves as the researcher's road map for carrying out the investigation (Ravitch & Riggan, 2016; Regoniel, 2020).

This thesis draws on Connell's (1987) Hegemonic Masculinity and Taylor's (1999) Message Strategy Wheel to propose a novel conceptual framework that examines the relationship between the hegemonic masculine traits (HMTs), advertising message strategies (AMS), as well as the type of alcoholic drink (ToD) being advertised. The framework which consists of three interconnected circles representing each of the variables (HMTs, AMS, and ToD) seeks to guide the thesis' investigation of whether the interconnections between the circles imply significant associations between the variables (see Figure 9).

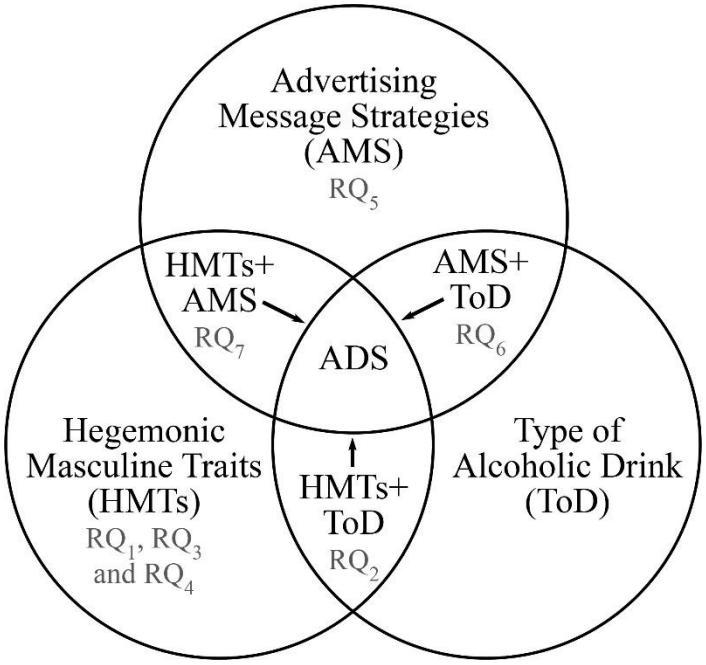


Figure 9. *Conceptual framework of associations between variables of the thesis*

For example, Akesse-Brempong & Cudjoe, (2023) found that Ghanaian bitters advertisements portray hegemonic masculine traits (HMTs) such as amatory, aggression, camaraderie, and heroism but failed to state if there is a significant association between the hegemonic masculine

traits and the type of drink advertised. A statistical investigation of the significance of the intersections depicted in the conceptual model will aid in the identification of the strength and direction of the association between the variables. This way we can move beyond the possibility of random chance occurrence to make a stronger claim about the association between the hegemonic masculine traits (HMTs), advertising message strategies (AMS), as well as the type of alcoholic drink (ToD) being advertised.

Each of the three circles represents one of the three variables:

i. Hegemonic Masculinity Traits (HMTs): This variable builds on Connell's (1987) concept of Hegemonic Masculinity by identifying the portrayal of HMTs such as aggression; bonding; and dominance in advertisements (Akesse-Brempong & Cudjoe, 2023; Lirola, 2023).

ii. Advertising Message Strategies (AMS): This variable is based on Taylor's (1999) Wheel, which puts forth six advertising message strategies split by two different approaches - ritual view: ego, sensory, and social; and transmission view: acute need, ration and routine - (Wolburg & Haley, 2024)

iii. Type of Drink (ToD): This variable represents the alcoholic beverage being advertised (beer, bitters).

The framework will ensure a comprehensive analysis of the study's objectives while addressing issues such as the most frequently portrayed hegemonic masculine traits in Ghanaian beer and bitters video advertisements (RQ_1), the potential associations between hegemonic masculine traits, and the type of alcohol advertised (RQ_2), the level of hegemonic masculinity in Ghanaian alcohol video advertisements (RQ_3), and the significance of the difference in level of hegemonic masculine traits (RQ_4). The framework also enables the investigation of Taylor's

message strategies within the Ghanaian context by addressing the following: The prevalence of specific Taylor's message strategies in Ghanaian alcohol video advertisements (RQ_5), the potential associations between message strategies and the type of drink advertised (RQ_6), and the relationships between advertising message strategies and the portrayal of hegemonic masculinity traits (RQ_7).

By examining these relationships, this framework offers valuable insights, and a deeper understanding of how hegemonic masculinity is portrayed in Ghanaian alcohol video advertisements and how it interacts with Taylor's Wheel and the advertised alcoholic beverage.

This chapter provided the theoretical and conceptual framework on which the thesis objectives and research questions are grounded. The next chapter discusses the methodology employed to address the research questions to achieve the study's objectives.

CHAPTER 4

METHODOLOGY

4.1 Introduction

This chapter discusses the methodology employed by this study in gathering, categorizing, and analysing data, as well as the underlying reasons for the specific selections made. Furthermore, it identifies the research instrument used to gather the data. The study employs content analysis to investigate the frequency of Taylor's six-segment message strategy wheel in Ghanaian manufactured beer and bitters advertisements, the Wheel's association with the type of alcoholic beverage, as well as the hegemonic masculine traits used in the alcohol video advertisements. Existing literature served as the basis for identifying hegemonic masculine traits, while online alcohol video ads provided the formal data that was analysed.

4.2 Research Approach

This study adopted a **quantitative approach** to content analysis. This approach allows researchers to systematically analyse audio, textual, or visual media content (Krippendorff, 2019; Bock et al., 2011). It enables them to measure, ask questions based on the content, and draw conclusions from the evidence gained without the need for direct interaction with the sender or recipient or the need to ask them additional questions (Riffe et al., 2019). This empirical method was employed to investigate the use of advertisement message strategies and their association with hegemonic masculine traits in online video advertisements for local or foreign alcoholic beverage brands (beer and bitters) manufactured in Ghana.

4.3 Research Design

Research design encompasses the comprehensive blueprint, framework, or approach that directs a research endeavour, from its inception to the ultimate examination of data (Jansen, 2024). It refers to a comprehensive strategy for effectively addressing the study problems through relevant and attainable empirical investigation (Asenahabi, 2019). A good research design provides a specific direction for procedures in research (Creswell, 2017). Adopting a well-defined step-by-step procedure aids the researcher in achieving the research objective validly (Asenahabi, 2019). Following Krippendorff (2019), McMillan (2000), and Pate et al. (2014), the study utilized a five-step approach to collect and analyse data (see Table 18).

Table 18. *Five steps for data collection and analysis*

Steps	Approaches
Step One	Identify the objective of the study and the research questions.
Step Two	Select the research sample.
Step Three	Create coding categories.
Step Four	Train coders[12] to accurately code the material and test for interrater reliability.
Step Five	Analyse and interpret the findings.

Source: Own elaboration from Krippendorff (2019), McMillan (2000), and Pate et al. (2014)

4.3.1 Step One: Identify the objective of the study and the research questions

This first step requires the researcher to formulate the objective of the study and the research questions McMillan (2000). Accordingly, this research sets goals and research questions aimed at guiding the study (see Chapter 1 sections 1.2 and 1.3). Furthermore, the goals and research questions are grounded in theory in Chapter 3.

[12] A coder is "someone, trained by the researcher, to locate the variables and interpret the codes" (Ranchod, 2007, p. 33).

4.3.2 Step Two: Selection of research sample

The second step calls for a selection of the research sample (McMillan, 2000). To ensure equal representation of each unit in the sample collection process (Krippendorff, 2019), reflect the study's scope, and gain a “rich, detailed, holistic understanding" (Akesse-Brempong & Cudjoe, 2023, p. 140) of the message strategies employed by Ghanaian-based alcohol manufacturers to portray hegemonic masculine traits and the type of alcoholic beverage the advertisements for this study were purposively drawn from online video advertisements of alcoholic brands (local and foreign) manufactured in Ghana and registered under the Food and Drugs Authority of Ghana. The video advertisements for this study were selected from Facebook and YouTube because they are two of the most popular online platforms in Ghana (see Kemp, 2021; Statista, 2022), for their accessibility and the researcher’s convenience.

The selection of online video advertisements was informed by the fact that an estimated 80% of Ghanaians use the internet every day, compared to 65.1% who listen to the radio, 56.6% who watch TV, and 20.4% who read newspapers (Media Foundation for West Africa & Reporters Without Borders, 2017). Also, sampling from sources such as Uniform Resource Locations (URLs), directories, and governmental agencies is “relatively unproblematic” (Krippendorff, 2019, p. 117).

Furthermore, studies show that video advertisements, whether on traditional media like television or much faster-spreading and wider-reaching new media platforms like YouTube and Facebook (Afriyanti, 2024), are more engaging and memorable than any other form of content (Semerádová & Weinlich, 2021). Also, the combination of audio, visuals, and text makes video advertisements an ideal means for reaching target consumers (Akesse-Brempong & Cudjoe, 2023).

Next, the choice of the type of alcoholic beverage (beer and bitters) in this study was based on the drinking preferences of Ghanaians: 60% spirits (bitters), 30% beer, and 10% wine (Archibald & Ashitey, 2019). Wine was, however, excluded from the study because it is perceived as a 'girly drink' (Nicholls, 2020) largely consumed by women (Walkons, 2023).

4.3.2.1 Selection of alcohol brands (bitters and beer)

A total of 69 registered alcoholic brands, both local and international but manufactured in Ghana, were sourced from the official website of the Food and Drugs Authority of Ghana (Food and Drugs Authority, 2022). The data from the Food and Drugs Authority (FDA) website indicated, 59 bitters brands (see Table 19) and 10 beer brands (see Table 20 on the next page) within the period of study.

Table 19. *List of FDA registered Alcoholic Bitters brands manufactured in Ghana.*

Adonko Atadwe Bitters	Chairman Bitters	Odeneho Bitters
Adonko Bitters	Don Papa Ginseng Bitters	Odo Aba Bitters
Adutwumwaa Bitters	Enkasa Bitters	Odo b3b3 Bitters
Agya Appiah Bitters	Hammer Bitters	Ogidigidi Bitters
Agya Nie Bitters	Happy Man Bitters	Ogyam Bitters
Airforce Bitters	Herb Afric Gin Bitters	Onaapo Atadwe Ginger
Alafia Bitters	Hye So Bitters	Opeimu Bitters
Alomo Bitters	Joy Dadi Bitters	Orijin Bitters
Atene Bitters	Joy Sokoo Bitters	Otafrigya Bitters
Atinka coffee gin bitters	Joy Twedee Ginger Bitters	Pashew Bitters
Bɔbɔɔbɔ Bitters	K 20	Piaaw Bitters
Boborebo Ginger Bitters	Kakai Bitters	Playboys' Bitters
Bie Gya Bitters	Kalahari Bitters	Prɛkɛsɛ Bitters
Big Boss Herbal Gin Bitters	Karma Bitters	Pusher Gin Bitters
Boafuo Bitters	Kpokɛkɛ Bitters	Round 2 Bitters
Buga Bitters	Laimomo Tiger Bitters	Sei Hor Bitters
Burukutu Barima Nsuo Bitters	Mandingo Bitters	Shatta Bitters
Butubutu Bitters	Mambo Gin Bitters	Soloku Bitters
Captains Bitters	Nana Takyi Bitters	To Mpa Bitters
Cargo Gin Bitters	Odenden Bitters	

Source: Own elaboration from existing data (Food and Drugs Authority, 2022).
Note: All of the bitters brands are owned and manufactured by Ghanaian companies.

Table 20. *List of FDA registered Beer brands manufactured in Ghana.*

Brand	Origin	Manufactured in Ghana by
Club Premium Lager	Ghana	Accra Brewery (AB InBev[13])
Club Shandy	Ghana	Accra Brewery (AB InBev)
Eagle Lager	Ghana	Accra Brewery (AB InBev)
Eagle Extra Stout	Ghana	Accra Brewery (AB InBev)
Stone Strong Lager	Ghana	Accra Brewery (AB InBev)
Django Brothers Craft Beer	India*	Django Brothers
Guinness Foreign Extra-Stout	Ireland*	Guinness Ghana Breweries (Diageo Plc[14])
Gulder Lager	Nigeria*	Guinness Ghana Breweries (Diageo Plc)
Orijin	Nigeria*	Guinness Ghana Breweries (Diageo Plc)
Star Lager	Nigeria*	Guinness Ghana Breweries (Diageo Plc)

Source: Own elaboration from existing data (Food and Drugs Authority, 2022).
Note: * Beer brands of foreign origin but manufactured in Ghana

4.3.2.2 Sampling the advertisements

In Ghana, the consumption of alcoholic beverages is not determined by seasons[15] but rather by the numerous social events like festivals, funerals, weddings, child naming, and weekends out, that take place throughout the year (Archibald & Ashitey, 2019). The search for online alcohol video advertisements was conducted over four months (February 2022 to June 2022) at the researcher's convenience. Two strategies were followed to find the advertisements. In the first stage, following Montgomery and Yockey (2018), the names of the identified brands, the names of the manufacturers, and the search terms "Ghanaian alcohol commercials," "Ghanaian beer advertising," and "Ghanaian alcohol bitters ads" were used to locate the advertisements on YouTube. Drawing on Carah's (2014) report, Facebook videos were accessed by clicking the "videos" link on the official Facebook pages of brands that had one. If the same advertisement appeared on both YouTube and Facebook, it was only tallied once. In both instances, the selection criterion did not include the number of views, likes, or comments since

[13] Accra Brewery Limited (ABL) is a member of the Anheuser-Busch InBev (AB InBev) group. Ownership of ABL: AB InBev 45%, Government of Ghana 40% Ghanaian public 15%.

[14] Guinness Ghana Breweries is a subsidiary of Diageo Holdings Netherlands. The ultimate parent company is Diageo Plc, a company incorporated in the United Kingdom (Annual Reports Ghana, 2023).

[15] Ghana is a tropical country with only two seasons: Rainy and dry seasons.

the primary emphasis was on finding online beer and bitters video advertisements for brands manufactured in Ghana, and not the reach of the adverts or viewers' perceptions.

This purposive sampling resulted in a sample of 213 Ghanaian alcohol video advertisements from YouTube and Facebook which had hegemonic masculine themes. Thirty-nine of the 59 bitters brands had at least one video ad with *Alomo Bitters* (15), *Joy Dadi Bitters* (7), and *Adonko Bitters* (6) ranking high (see Table 21). The remaining 20 bitters brands without online video adverts during the period of the search were consequently excluded.

Table 21. *Frequency of alcoholic bitters advertisements found per brand*

Brand	No. of Videos	Brand	No. of Videos	Brand	No. of Videos
Adonko Atadwe Bitters	1	Burukutu Barima Nsuo	4	Nana Takyi Bitters	4
Adonko Bitters	6	Cargo Gin Bitters	3	Odenden Bitters	1
Agya Appiah Bitters	2	DonPashew Bitters	3	Odeneho Bitters	1
Agya Nie Bitters	2	Enkasa Bitters	1	Ogidigidi Bitters	1
Airforce Bitters	2	Happy Man Bitters	3	Ogyam Bitters	1
Alomo Bitters	15	Herb Afric Gin Bitters	1	Onaapo Atadwe Ginger	1
Atene Bitters	2	Joy Dadi Bitters	7	Opeimu Bitters	2
Atinka Coffee Gin	1	Joy Sokoo Bitters	3	Orijin Bitters	1
Bɔbɔɔbɔ Bitters	2	Joy Twedee Ginger Bitters	2	Otafrigya Bitters	1
Bie Gya Bitters	1	Joy Wobeti Atadwe Ginger	2	Round 2 Bitters	1
Boafuo Bitters	1	Kakai Bitters	2	Sɛe Hɔ Bitters	1
Boborebo Ginger Bitters	1	Kalahari Bitters	2	Shatta Bitters	1
Buga Bitters	1	Kpokɛkɛ Bitters	4	Soloku Bitters	1
					Total: 91

Next, Eight out of the ten beer manufacturing companies had video advertisements. *Club Premium Lager* (34), *Guinness Foreign Extra-Stout* (30), and *Gulder Lager* (18) had the highest number of video advertisements (see Table 22). Eagle Lager and Eagle Extra Stout

were dropped because no video advertisements were found for them on YouTube or Facebook within the period of study.

Table 22. *Frequency of beer advertisements found online per brand*

Brand	No. of Videos	Brand	No. of Videos
Club Premium Lager	34	Gulder Lager	18
Club Shandy	4	Orijin	2
Django	2	Star Lager	31
Guinness Foreign Extra-Stout	30	Stone Strong Lager	1
			Total beer adverts found: 122

4.3.2.3 Identifying hegemonic masculine traits

An ideal strategy to ensure a robust foundation for an investigation is to draw insights from existing global studies (Mudimu et al., 2024). To this end, this study drew on existing literature to identify hegemonic masculine traits such as amatory, camaraderie, and heroism (Akesse-Brempong & Cudjoe, 2023); hardworking, and sports-loving (Siripai, 2020); heterosexuality and phallic prowess (Fiaveh, 2020); authoritative; manual labour; and risk-takers (Cobbaert, 2019); buddies; and ladies men (Hall & Kappel, 2018); strong and successful (Letsela et al., 2018); competitive; and assertive (Mann & Krane, 2017); proud and conquering (Kerry, 2017); physical prowess; financial power (Brod, 2015); heavy drinker (Gee & Jackson, 2012); binge drinking, 'hardcore' drinking (Boachie et al., 2022; Lyons et al., 2006); tough and competitive (Connell, 2005); dominance over women (Connell & Messerschmidt, 2005; Cheng, 2007; Lyons et al., 2024; Nowosenetz, 2008); responsible (Alsop et al., 2006); physical power, and daring (Trujillo, 1991).

Following Wæraas (2022), the identified traits were grouped based on their similarity in meaning (for example, bonding, camaraderie, friendship; or amatory, phallic prowess, and

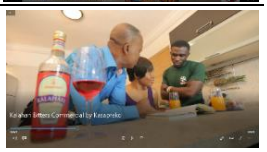
sexuality). The grouping resulted in nine HMTs: aggressiveness, bonding, dominance, heavy drinking, physical fitness, responsibility, sexuality, success, and weakness (see Table 23).

Table 23. *Cluster of hegemonic masculine traits (HMTs) found in previous studies*

Traits	HMTs found in existing studies that focus on Alcohol ads	HMTs found in existing studies that do not focus on Alcohol ads
1. Aggressiveness	Adventurous; Aggressive; Deep play; Intelligence; Kiwi ingenuity (Problem Solver); Lover of contact sports; Partake in physical sports; Risk-takers; Violence; Watch sports.	Athletic prowess; Being logical; Competitive; Contact sports; Risk-taking sexual behaviour; Daring; Tough.3
2. Bonding	Buddies; Camaraderie; Drinking at the pub; Male bonding; Mateship (Look out for Friends); Public sphere.	Male camaraderie
3. Dominance	Authoritative; Confident; Do not show emotion; Domineering; In charge; Men drink beer Women drink wine; Misogynistic alliance; Sexual dominance over women.	Ascendancy achieved through culture, institutions, and persuasion; Assertiveness; Authoritative personalities; Confidence; Conquering; Competitiveness; Control over their job; Influence; Male dominance over (women, and other men); Male-dominated workplaces; Managing emotions; Marginalization of gay men; Patriarchy in the family; Subordination of women; Violence; Workplace authority.
4. Heavy drinker	'Hardcore' drinking; Binge drinking; Heavy drinking (Beer).	-
5. Physical Fitness	Manual labour; Muscularity; Physical activity; Strong; The worker; Up to physical challenge.	Manual and mental labour; Modern outdoorsman; Physical power; Physical prowess; Strength; Working-class men.
6. Responsibility	Compassionate (Caring, thoughtful); Cosmopolitanism (Modern and western-educated); Honourable (Loyal to the monarchy); Nationalism (Patriotic, and proud); Patriarchal; Providers; Socially responsible (Preserving culture).	Independence; Proud; Responsible to family; Stoicism.
7. Sexuality	Control over female sexuality; Discussing female sexuality; Ladies man; Male sexual virility; Sexual and reproductive prowess; Suave.	Heterosexual; Phallic heterosexuality; Romantic frontiersman.
8. Successfulness	Capitalists; Hardworking, Distinction; Financial; Professional; Pursuit of glory.	Financial; Productive; Hardworking men.
9. Weakness	"Failures" consumers of light beer meant for women; Losers.	-

Next, the nine categories of hegemonic masculine traits were operationalized within the context of this study (see Table 24).

Table 24. *Operationalization of the nine hegemonic masculine traits (HMTs)*

Traits	Definition	Example
Aggressive	Alcohol ads in which men are portrayed as **competitive** while watching or playing contact sports, or as ambitious, combative, smart or violent. Example: https://www.youtube.com/watch?v=1jmqeLNCDJc - Voice: "Give a man half a chance and he will take it… There is a drop of greatness in every man" - Printed text: Guinness. Reach for Greatness	
Bonding	Two or more men happily **drinking together** at home, the pub etc. Example: https://www.youtube.com/watch?v=LllR6DVAzG4 - Voice: "Alomo bitters…made of friendship, A strong bond between former strangers now committed to each other…" - Printed text: None	
Dominant	Men are shown to have **control over others** (women or other men), be assertive, self-confident, positive, brave, decisive, authoritative, or commanding. Example: https://www.youtube.com/watch?v=dpfSt8NN-mM - Voice: "For the ultimate man, from the ultimate ingredient, by the ultimate brew masters, comes the ultimate beer" - Printed text: His Woman…His Beer	
Heavy drinker	A setting where many drinks are served, **excessive alcohol** is poured, or one or more males are consuming five or more drinks in one scene. Example: https://www.youtube.com/watch?v=awHFo5Elp8s - Voice: "Whatever you are drinking, whenever you are mixing, mix it up with Kalahari bitters" - Printed text: Mix it up	
Physical fitness	**Strong** and athletic **men** or men who do manual labour. Example: https://www.youtube.com/watch?v=Lr7zPu2o2l0 - Voice: None - Printed text: None	
Responsible	A **family-oriented** man or a man who provides for the needy. Example: https://www.youtube.com/watch?v=Uh4EFDKrAqs - Voice: "What makes you a man….is it how responsible you are, how family oriented and dedicated you are?" - Text: None	
Sexuality	Heterosexual men who flirt with women. A **handsome man** adored by women. Example: https://www.youtube.com/watch?v=2uvwioyU0iU&t=48s - Voice: None - Text: Keep rising	
Successful	Modern, **sophisticated men** who are well-to-do and well-groomed. Example: https://www.youtube.com/watch?v=Mgfr3npFZIk - Voice: "….and if you are like me who doesn't drink just anything…" - Text: None	
Weak	Men who display **emotions** such as sobbing, fear and insecurity. Physically weak men who are controlled by women or other men. Men who are seen to be sexually weak, men who need alcohol as an **aphrodisiac** or appetizer. Example: https://www.youtube.com/watch?v=acIas5KK-Sg&ab_channel=AlafiaTv - Voice: Man 1: I have won (Game of draught). Man 2: This all that you know; yet you cannot win in bed. Go and get *Joy Dabi* [Bitters] and perform as a man.	

4.3.3 Step Three: Create coding categories

The third step of the process is to create and define the coding categories (Krippendorff, 2019; McMillan, 2000). The primary unit of measurement under this step is the context unit also

referred to as the unit of analysis (McMillan, 2000). A unit of analysis refers to the smallest element or indicator of the phenomenon being studied in content analysis (Kimani 2009). It represents who or what is being described or examined (Nuwagaba et al., 2023). The unit of analysis for this study consisted of nine hegemonic masculine traits drawn from previous studies and video ads of Ghanaian-manufactured beer and bitters. The coding scheme for message strategies was adopted from Taylor's (1999) classification of six-segment message strategies, while hegemonic masculinity was coded per the nine categorized and operationalized traits drawn from previous studies.

To assist with easy identification, each advert was given a unique code: AD1 – AD213. Following Golan and Zaidner's (2008) approach, each of the 213 advertisements was coded under specific variables. The variables included: (1) URL links to the alcohol video advertisements; (2) Language used in the ad; (3) Platform the advertisement was sourced from (Facebook or YouTube); (4) Name of the brand; (5) Type of drink (beer or bitters); (6) Name of the manufacturer; (7) Country of origin; (8) Hegemonic masculine traits (HTMs) in the ad's central message; (9) Hegemonic Masculine Traits (HTMs) in the ad's secondary message; (10) The level of hegemonic masculinity in the ads central message; (11) Taylor's six message strategies (ego, sensory, social, ritual, acute need, and ration) in the ads central message; (12) Taylor's six message strategies (ego, sensory, social, ritual, acute need, and ration) in the ads secondary message; (13) Taylor's wheel: Transmission or Ritual View in the ads central message; (14) Taylor's wheel: Transmission or Ritual View in the ads secondary message. For further details (see Appendix 1: Guide to Coding Sheet).

4.3.3.1 Developing the coding sheet

Google Sheets was used in developing the coding sheet which had 213 rows and 15 columns from A to O. In Column A, each ad was assigned a unique code AD1 to AD213. Columns B, C, and D provided **descriptive information** on the online link to the ads (URL), the kind of language used in the ad, and the platform the ad was sourced from (Facebook or YouTube) (see Figure 10a).

A	B	C	D
	URL (Link to ad)	**Language**	**Platform**
AD1	https://www.youtube.com/watch?v=6rRWI	English	YouTube
AD2	https://www.youtube.com/watch?v=TT47m	English	YouTube
AD3	https://www.youtube.com/watch?v=mBUx1	English	YouTube
AD4	https://www.facebook.com/ClubBeer.Chale	English	Facebook

Figure 10a. *Columns A to D of the coding sheet*

In Column E, coders were to indicate the **brand's name**. To avoid coding errors, the cells in Columns F, G, and H (type of *drink* (beer/bitters), manufacturer, and country of origin) were linked to Column E so that once the brand name was entered, the answers for the corresponding cells in Columns F, G, and H were automatically generated (see Figure 10b).

E	F	G	H
Brand	**Type of Drink**	**Company**	**Country of Origin**
Club Premium Lager	Beer	Accra Brewery ABInBev	Ghana
Club Premium Lager	Beer	Accra Brewery ABInBev	Ghana
Guinness Foreign Extra Stout	Beer	Guinness Ghana Breweries	Other
Club Premium Lager	Beer	Accra Brewery ABInBev	Ghana

Figure 10b. *Columns E to H of the coding sheet*

Columns I, J, and K focused on **hegemonic masculinity**. Columns I and J addressed **research questions 1 and 2**, they required coders to identify the HMTs in the ad's central (CM) and

secondary messages (SM). Following, Column K addressed **research questions 3 and 4**, coders were required to use a Seven-Point Likert scale (Taherdoost, 2019) from 1 (None) to 7 (Extremely High) in measuring the level of hegemonic masculinity in each advertisement (see Figure 10c).

I	J	K
Hegemonic Masculine Traits in the Ad's central message	**Hegemonic Masculine Traits in the Ad's secondary message**	**How will you rate the level of hegemonic masculinity in the ad**
Bonding	Sexuality	4 - Moderate
Bonding	Responsible	3 - Low
Aggressive	Bonding	4 - Moderate
Dominant	Bonding	5 - High

Figure 10c. *Columns I to K of the coding sheet*

Research questions 5, 6, and 7 were addressed by Columns L, M, N, and O which focused on **Taylor's Six-Segment Message Strategy Wheel**. The cells in Columns L and M required coders to identify which of Taylor's six-message strategies were used in the ads' central and secondary messages respectively. To avoid errors, the cells in Columns N (central message) and O (secondary message), which represented the two approaches (transmission and ritual views) proposed by Taylor, were linked to the cells in Columns L (central message) and M (secondary message) which represented the six segments. Therefore, a response in Columns L or M automatically generated a response in Columns N or O, respectively. For example, if a cell in Column L is coded 'Ration', 'Acute Need', or 'Routine', the automatic code in the corresponding cell in Column N would be 'Transmission'. On the other hand, if it is 'Ego', 'Social', or 'Sensory' the code would be 'Ritual'. If no strategy was used in the ad's central message, then the code for Column N would automatically be 'None' (see Figure 10d on the next page).

L	M	N	O
Which of Taylor's six-segment message strategies is used in the ads central message	**Which of Taylor's six-segment message strategies is used in the ad's secondary message**	**Which one of Taylor's two categories of message strategies is used in the ad's central message (Transmission view or Ritual View)**	**Which one of Taylor's two categories of message strategies is used in the ad's secondary message (Transmission view or Ritual View)**
Social	Sensory	Ritual	Ritual
Sensory	Social	Ritual	Ritual
Ego	Routine	Ritual	Transmission

Figure 10d. *Columns L to O of the coding sheet*

Note: See Appendix 2 for a link to the full coding sheet.

4.3.4 Step Four: Train coders to accurately code the material and test for interrater reliability

The fourth step requires that before coding the content, the selected coders must undergo training to get a thorough comprehension of the coding sheet and instructions. Furthermore, it is important to evaluate the reliability of their coding (McMillan, 2000).

4.3.4.1 Selection and training

To ensure consistency and validity, four independent raters (see Table 25) with similar backgrounds and experience in advertising were purposefully chosen and trained online via Microsoft Teams on how to fill out the coding sheets (Krippendorff, 2019) using Google Sheets to make sure they understood the rating categories.

Table 25. *List of selected raters*

Rater	Sex	Nationality	Qualification
R1	Female	Ghanaian	Advertising academic (Ph.D.)
R2	Female	Ghanaian	Advertising academic (Doctoral Researcher)
R3	Male	Ghanaian	Advertising academic (Ph.D.)
R4	Male	Ghanaian	Advertising academic (Doctoral Researcher)

i. Selection of raters

To select raters, emails were sent to advertising academics within the researcher's network of friends and colleagues. The raters were selected based on their show of commitment to the research by way of how quick they were to respond to my emails and their interest in the research topic. This falls in line with Krippendorff's (2019, p 22) assertion that volunteer raters who "demonstrate serious commitment assure more replicable data".

Additionally, Krippendorff (2019) recommends that raters' "competency may be checked by questions for which the researcher is sure of the answer" (p. 9). To assess their understanding of the field of study and to ensure their capability of producing reliable and valid coding results, the researcher informally engaged with respondents individually at their convenience online. Our discussions centered on coding procedures, hegemonic masculinity, alcohol advertising, and advertising message strategies.

ii. Training of raters

As part of their training, all four raters were sent digital copies of this study's coding sheet and a coding guide, that is, "detailed self-teaching" instructions, produced for the study (Krippendorff, 2019, p. 134; McMillan, 2000). The materials were sent to them via email. Additionally, the raters were provided with a comprehensive list of the beer and bitters brands and the corresponding companies used in the study (see Appendix 3).

They were also presented with a table that operationalized the nine hegemonic masculine traits (HMTs) adopted in the study. Furthermore, the raters were shown illustrations of how Taylor's wheel applies in alcohol ads (see Appendices IV and V). Additionally, to ensure the raters

understood how to fill the sheet, they were sent a randomly selected link to an alcohol ad and asked to watch it and use it in filling out the coding sheet.

Following the raters' feedback, the required modifications were effected until each rater expressed their comprehension of the study's rating criteria and the process of completing the coding sheet (Krippendorff, 2019, Memon et al., 2017; Sekaran, 2003). Figure 11a illustrates the sequence from the development of the coding sheet and guide to the selection and training of the raters.

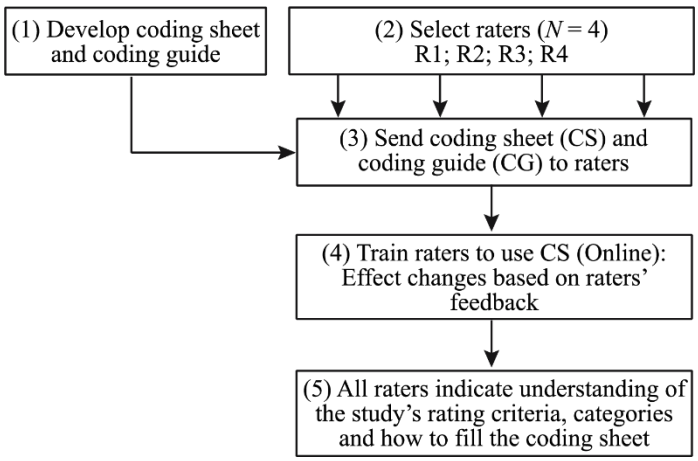


Figure 11a. *Phase 1: Developing Coding Sheet and Guide, Selecting and Training Raters*

4.3.4.2 Testing for interrater agreement

i. Pretest for interrater agreement: (R1and R2 Females raters; R3 and R4 Male raters)

The general rule is to pretest between 12 and 50 samples before pilot testing (Ruel et al., 2015; Sheatsley 1983; Sudman 1983) therefore, after the training, 15 ads from the study's total sample based on (Ruel et al., 2015) were chosen at random using RANDOM.ORG. a true random number generator (Chagas et al., 2022; Haahr, 2023). Next, the URLs for the 15 randomly selected advertisements were emailed to the four coders for them to score the HMTs in the ads' central message (CM); levels of hegemonic masculinity in the ad; Taylor's six-

segment message strategies used in the ads' central message; and the message strategy wheel (Transmission or Ritual View). The scores were tested for interrater reliability using the *meddecide* module in Jamovi 2.3[16] (The Jamovi project, 2023).

This study utilized two statistical measures, Fleiss's (1971) and Cohen's (1960) kappa (κ), to evaluate the reliability of the agreement between the coders. Table 26 presents a compilation of how kappa may be interpreted.

Table 26. *Interpretation of Fleiss (1971) or Cohen's (1960) kappa statistics and strength of agreement*

Kappa Statistics	Strength of Agreement
<0.00	Poor agreement
0.00 - 0.20	Slight agreement
0.21 - 0.40	Fair agreement
0.41 - 0.60	Moderate agreement
0.61 - 0.80	Substantial agreement
0.81 - 1.00	Almost perfect

Source: Fleiss' (1971) kappa (Sreedhara and Mocko, 2015); Cohen's (1960) kappa **(**Landis & Koch, 1977; Tahir et al., 2020)

From the *meddecide* module in Jamovi 2.3, Fleiss' kappa, which allows for assessing interrater agreement between more than two raters (Fleiss, 1971; Fleiss et al., 2013) was used to test for agreement between the four raters (2 females and 2 males**).** The test yielded significantly moderate agreements for the following:

1. Hegemonic masculine traits used in ads central message (CM) ($\kappa = 0.400$, $p < .001$)
2. The levels of hegemonic masculinity in ads CM ($\kappa = 0.513$, $p < .001$)
3. Taylor's strategies: Transmission view or Ritual view ads CM ($\kappa = 0.411$, $p < .001$)

[16] Jamovi is a free statistical spreadsheet software (The Jamovi Project, 2023).

4. Taylor's wheel: Six segments in ads CM (ego, sensory, social, ritual, acute need, and ration) in ads CM ($\kappa = 0.538$, $p < .001$).

Due to the moderate agreement between the four raters and the study's focus on hegemonic masculinity, the raters' responses were subjected to further tests based on their gender ($R1_{female}$ against $R2_{female}$ and $R3_{male}$ against $R4_{male}$). Cohen's kappa, a tool for measuring the agreement between two coders (Cohen, 1960; Zach, 2022) was used for these tests. The results ranged between substantial (0.61–0.80) to almost perfect (0.81–0.99) agreement (Tahir et al., 2020). For the female raters R1 and R2, the range of agreement was significantly fair (0.21–0.40), moderate (0.41-0.60), or substantial (0.61–0.80) (Tahir et al., 2020): Hegemonic Masculine Traits in the ads' central message ($\kappa = 0.365$ with $p < .001$); Level of hegemonic masculinity in the ad ($\kappa = 0.423$ with $p < .001$); Taylor's wheel: six-segment message strategies used in the ads central message ($\kappa = 0.706$, $p = .004$); Taylor's Wheel: six-segment message strategies used in the ads central message ($\kappa = 0.503$, $p < .001$). The agreements for the male raters R3 and R4 were substantial (0.61-0.80), or almost perfect (0.81–1.00) (Tahir et al., 2020): Hegemonic Masculine Traits in the ads' central message ($\kappa = 0.817$, $p < .001$); Level of Hegemonic Masculine Traits (HMTs) in the ad ($\kappa = 0.907$, $p < .001$); Taylor's wheel: Transmission View or Ritual View in the ads central message ($\kappa = 0.776$, $p < 0.004$); Taylor's wheel: six-segment message strategies used in the ads central message ($\kappa = 0.815$, $p < .001$) (see Table 27 on the next page).

Table 27. *Pretesting interrater reliability*

		Hegemonic Masculine Traits (HMTs)		Taylor's Wheel	
Raters	**Test**	**Hegemonic masculine traits used in ads CM**	**Level of the HMTs in ads CM**	**Transmission View or Ritual View**	**Six-segment message strategies**
All 4	Fleiss' kappa[a]	0.400**	0.513**	0.411**	0.538**
2 Female	Cohen's kappa[b]	0.365**	0.417**	0.706*	0.503**
2 Male	Cohen's kappa[c]	0.806**	0.907**	0.776**	0.815**

Note: $N = 15$; **p < .001; *p < .005
[a] All four raters (2 female R1 and R2; 2 male R3 and R4), Ads tested ($N = 15$)
[b] Two female raters (R1 and R2), Ads tested ($N = 15$)
[c] Two male raters (2 male coders R3 and R4), Ads tested ($N = 15$)

"It is unlikely that any group of coders will be completely satisfactory no matter how much care is taken in selection" (Stempel, 1955, p. 454). Coders who are unable to establish a shared frame of reference with the rest of the group should be excluded from the coding team Stempel & Westley, 1981). They further note that "this is not a reflection on that person, but merely an indication of a different perspective" (p. 129). In line with these principles, the two female raters (R1 and R2) were dropped while the two male raters, R3 and R4, based on their levels of agreement, were selected to proceed to the next phase of conducting a pilot test. Figure 11b illustrates the pretesting phase of the study leading to the pilot-testing phase.

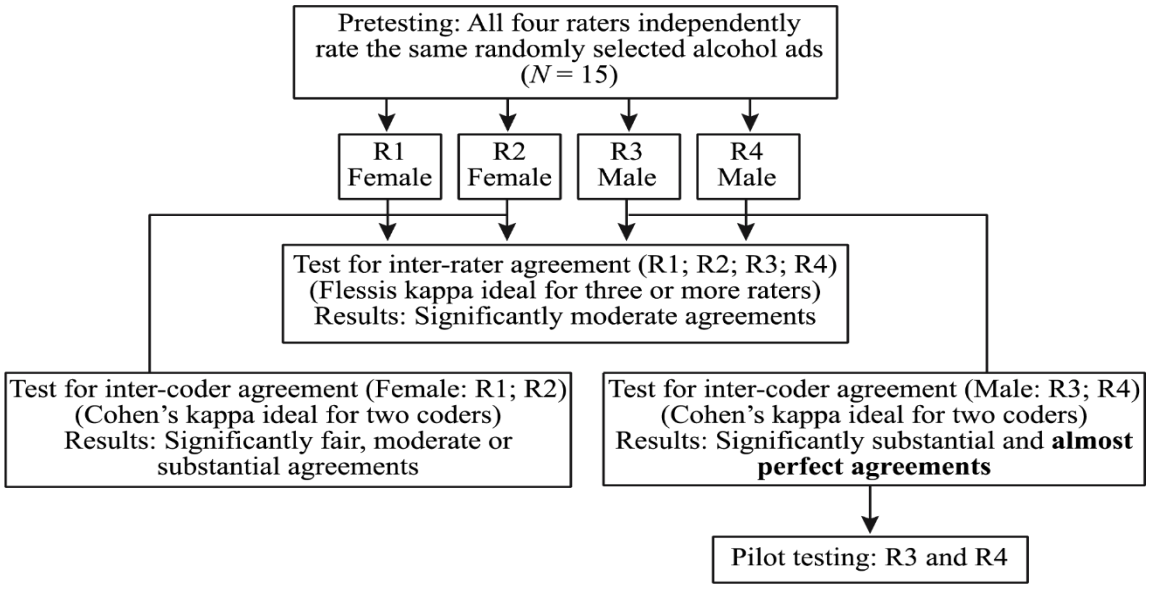


Figure 11b. *Phase 2: Pretesting*

ii. Pilot testing: R3 and R4 (Male raters)

Based on Memon et al.'s (2017) suggestion of a minimum sample size of 30 for pilot testing, R3 and R4 were tasked with rating all the variables in 30 randomly selected ads — this included the initial 15 advertisements used for the pretesting plus another set of 15 randomly selected advertisements — representing 15% (Malik, 2017) of the total sample (see Figure 11c).

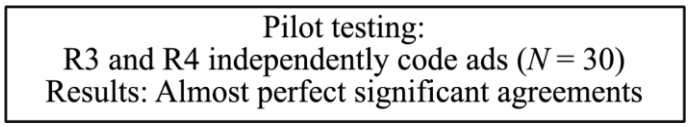


Figure 11c. *Phase 3: Pilot testing sample*

The interrater agreement per variable was as follows: Hegemonic Masculine Traits (HMTs) in the ad's central message (κ = 0.878; $p < .001$); Hegemonic Masculine Traits (HMTs) in the ad's secondary message (κ = 0.918, $p < .001$); Level of hegemonic masculinity in the ad (κ = 0.866; $p < .001$); Taylor's Wheel: six-segment message strategies used in the ads' central message (κ = 0.869, $p < .001$); Taylor's Wheel: six-segment message strategies used in the ad's secondary message (κ = 0.951; $p < .001$); Taylor's Wheel: Transmission or Ritual View in ads central message (κ = 0.874; $p < .001$); Taylor's Wheel: Transmission or Ritual View in ad's secondary message (κ = 0.866; $p < .001$) (see Table 28).

Table 28. *Interrater agreement for the pilot testing*

		Hegemonic Masculine Traits (HMTs)		**Taylor's Wheel**	
Raters	**Test**	**Hegemonic Masculine Traits used in the ads**	**Level of the HMTs in the ads**	**Transmission View or Ritual View**	**Six-segment message strategies**
2 Male	Cohen's kappa[a]	0.878**	0.866**	0.874**	0.869**
	Cohen's kappa[b]	0.902**	– [c]	0.866**	0.951**

Note: $^{**}p < .001$.; Ads rated = ($N = 30$)

[a] For ads central messages (two male raters, R3 and R4).

[b] For ads secondary messages (two male raters, R3 and R4).

[c] Kappa for the level of hegemonic masculinity in the ads were judged based on their central messages, not their secondary messages. This is because central ad messages project the ad's core aim and are more likely to correctly represent the level of hegemonic masculinity the advertiser wishes to exhibit.

iii. Final Coding: R3 and R4 (Male coders)

To prevent researcher bias, once adequate interrater reliability was established, the two male raters, R3 and R4, (from this point referred to as coders), were tasked with independently coding all variables for the remaining 182 ads (see Figure 11d). This is consistent with Tsai et al. (2019); Jung and Hovland (2016); Eisend (2009); Pinsky and Silva (1999).

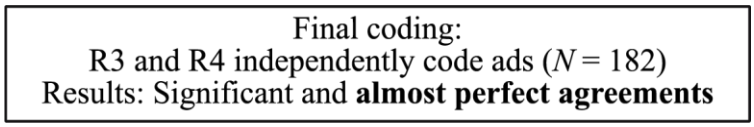


Figure 11d. *Phase 4: Final Coding*

The resulting kappa ranges were substantial and almost perfect: HMTs used in the ad's CM (κ = 0.935; $p < .001$); HMTs used in the ad's SM (κ = 0.902, $p < .001$), Level of HMTs in the ad (κ = 0.897; $p < .001$); Taylor's Wheel: Transmission View or Ritual View in ads central message (κ = 0.927; $p < .001$); Taylor's Wheel: Transmission View or Ritual View in ads secondary message (κ = 0.945; $p < .001$); Taylor's Wheel: six-segment message strategies used in the ads' CM (κ = 0.939, $p < .001$); Taylor's Wheel: six-segment message strategies used in the ad's SM (κ = 0.953; $p < .001$) (see Table 29).

Table 29. *Coding of the final sample: Cohen's kappa for 2 Coders (Male: R3 and R4)*

		Hegemonic Masculine Traits (HMTs)		Taylor's Wheel	
Coders	**Test**	**Hegemonic Masculine Traits used in the ads**	**Level of the HMTs in the ads**	**Transmission View or Ritual View**	**Six-segment message strategies**
2 Male	Cohen's kappa[a]	0.935**	0.897**	0.927**	0.939**
	Cohen's kappa[b]	0.902**	– [c]	0.945**	0.953**

Note: $^{**}p < .001$. Ads coded = (N = 182).

[a] For ads central messages (two male coders, R3 and R4).

[b] For ads secondary messages (two male coders, R3 and R4).

[c] Kappa for the levels of hegemonic masculinity in the ads were judged based on their central messages, not their secondary messages. This is because central ad messages project the ad's core aim and are more likely to correctly represent the level of hegemonic masculinity the advertiser wishes to exhibit.

After coding, a virtual meeting between the researcher and the two coders was held to discuss and resolve the few disagreements in the two coders' choices. Where the two coders were not in agreement, the researcher and at least one coder had to agree on an answer for it to be assigned to a category (Syed & Nelson, 2015) (see Figure 11e on for a step-by-step illustration of the entire coding process for this study).

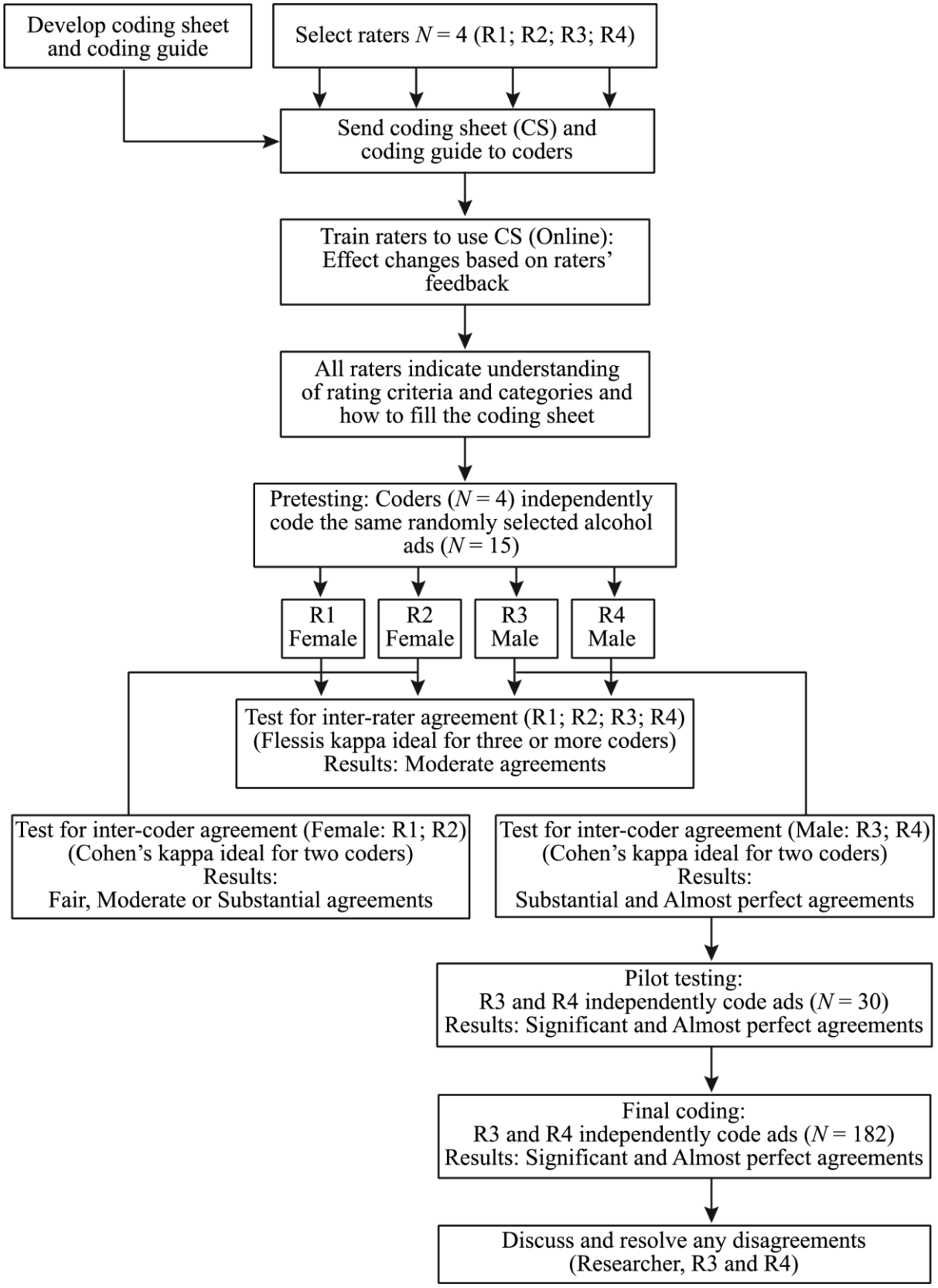


Figure 11e. *An illustration of the entire coding process for this study.*

4.3.5 Step Five: Analyse and interpret the findings.

The fifth stage of the content analysis procedure necessitates the analysis and interpretation of the data gathered throughout the coding phase (Krippendorff, 2019; McMillan, 2000). The selection of statistical methods for data analysis will be contingent upon the sort of data gathered and the research questions being investigated (McMillan, 2000). The next chapter presents and discusses the findings based on the data generated from the coders' responses. The statistics for the findings were computed with the aid of the Jamovi 2.3 statistical software.

CHAPTER 5

RESULTS AND DISCUSSIONS

5.1 Introduction

The preceding chapter explained the methodology used in gathering data for this study. This chapter presents the results derived from the methods used. It discusses the findings and indicates the implications for stakeholders such as academics, policy regulators, advertisers, and manufacturers. It further highlights the study's limitations; and provides recommendations for further research and practice. The chapter is divided into three sections. Each section is tied to one of the three articles that make up this thesis. Each article addresses distinct research questions (see Table 30).

Table 30. *Sections and titles of the three articles that comprise this thesis*

Section	Title of Article	Research Questions
1	Hegemonic Masculine Traits in Advertisements of Ghanaian Manufactured Alcoholic Brands: A Content Analysis.	R_{Q1}. Which hegemonic masculine traits are most frequently portrayed in Ghanaian alcohol (beer and bitters) video advertisements? R_{Q2}. Is there an association between the hegemonic masculine traits used in advertisements and the type of alcohol (beer or bitters) advertised?
2	Content Analysis of the Level of Hegemonic Masculine Traits in Ghanaian Alcohol Video Advertisements.	R_{Q1}. What is the level of hegemonic masculinity in Ghanaian alcohol video advertisements? R_{Q2}. Is there a significant difference in the level of hegemonic masculinity in Ghanaian alcohol video advertisements?
3	Exploring the Nexus: Taylor's Six-Segment Message Strategy Wheel and Hegemonic Masculinity in Ghanaian Alcohol video advertisements.	R_{Q1}. Which of Taylor's strategies (ritual or transmission view) is most prevalent in Ghanaian alcohol ads? R_{Q2}. Is there an association between Taylor's Wheel and the type of drink advertised? R_{Q3}. Is there an association between Taylor's message strategies and hegemonic masculine traits in Ghanaian alcohol video advertisements?

5.2. SECTION 1

This section focuses on **Article One: *Hegemonic Masculine Traits in Advertisements of Ghanaian Manufactured Alcoholic Brands: A Content Analysis*.** It presents the findings, discussions, implications, limitations, and recommendations for two research questions centered on the prevalence of hegemonic masculine traits in Ghanaian manufactured beer and bitters advertisements and their association with the type of alcoholic beverage advertised.

5.2.1 Findings of Article One

R_{Q1}. Which hegemonic male traits are most frequently portrayed in Ghanaian beer and bitters video advertisements?

The study examined the frequency of HMTs in the ads' central and secondary messages to find the most frequent HMTs. The most common HMTs used in the ads' central messages (CM) were bonding (25.8%), dominant (16.5%), sexuality (16.5%), successful (11.5%), and aggressive (10.4%) (see the first column in Table 31). With regards to the ads' secondary messages (SM), dominant (26.1%), sexuality (24.2%), and bonding (22.9%), were the most frequent HMTs used (see the second column in Table 31 on the next page).

Next, the raw scores from the central and secondary messages were merged to generate a total unweighted frequency of HMTs. The unweighted results showed bonding 82 (24.5%), dominant 70 (20.9%), 67 sexuality (20.0%), and successful 33 (9.9%) as the most used HMTs in Ghanaian video alcohol ads (see the third column in Table 31 on the next page).

However, drawing on the argument that secondary messages do not carry the same weight as primary messages but rather complement them (Mack, 2016), there was a need to give weight to messages from the central and secondary messages. The more relevant central messages

were assigned 1 point each, while the complementary secondary messages were assigned 0.5 points each. The total weighted scores showed bonding 65 (25.00%), dominant 50 (19.30%), sexuality 49 (18.80%), and successful 27 (10.40%) as the most used HMTs in Ghanaian video alcohol ads (see the fourth column in Table 31).

Table 31. *Frequency of the Nine Hegemonic Masculine Traits (HMTs) in Alcohol Ad Messages*

Hegemonic Masculine Traits (HMTs) in alcohol ad messages								
	Central Message (CM)		**Secondary Message (SM)**		**Total HMTs (CM+SM) Unweighted**		**Total HMTs (CM*1+SM*0.5) Weighted [a]**	
	Freq	%	Freq	%	Freq	%	Freq	%
1. Bonding	47	25.8	35	22.9	82	24.5	64.5	25.0
2. Dominant	30	16.5	40	26.1	70	20.9	50	19.3
3. Sexuality	30	16.5	37	24.2	67	20.0	48.5	18.8
4. Successful	21	11.5	12	7.8	33	9.9	27	10.4
5. Aggressive	19	10.4	8	5.2	27	8.1	23	8.9
6. Physical Fitness	10	5.5	6	3.9	16	4.8	13	5.0
7. Weak	10	5.5	5	3.3	15	4.5	12.5	4.8
8. Heavy drinker	7	3.8	6	3.9	13	3.9	10	3.9
9. Responsible	8	4.4	4	2.6	12	3.6	10	3.9
Total	182	100.0	153	100.0	335	100.0	258.5	100.0

Note: All of the ads (N = 182) had HMTs in their primary message, however, 29 (15.9%) did not have HMTs in their secondary messages.

[a] The total frequency of ad messages was weighted based on their relevance: central ad messages (CM = 1 point) and secondary ad messages (SM = 0.5 points). For example, Aggressive (CM, full weight) 19*1 = 19 + (SM, half weight) 8*0.5 = 4 → 19+4 = 23 points (8.85%).

Next, the results of a proportions test (*N* outcomes) χ^2 goodness of fit showed that the observed data were not significantly different from the expected outcomes ($p > .05$) and therefore it could not be concluded that the unweighted proportions were significantly different from the weighted proportions, meaning that weighting did not have an effect on the sample results (see Table 32 on the next page).

Table 32. *Proportions Test - Hegemonic Masculine Traits in Alcohol Ad Messages*

Traits	Frequencies and Proportions				χ^2 Goodness of fit		
	Unweighted (U)[a]		Weighted (W)[b]				
	Freq	%	Freq	%	χ^2	df	*p*
Bonding	82	56	65	44	1.970	1	.161
Dominant	70	58	50	42	3.330	1	.068
Sexuality	67	58	49	42	2.960	1	.085
Succcessful	33	55	27	45	0.600	1	.439
Aggressive	27	54	23	46	0.320	1	.572
Physical fitness	16	55	13	45	0.310	1	.577
Weak	15	54	13	46	0.227	1	.634
Heavy drinker	13	56	10	44	0.391	1	.532
Responsible	12	54	10	46	0.182	1	.670

Note: [a] Unweighted combined frequencies of the trait in ads' central and secondary messages.
[b] Weighted combined frequencies of the trait in ads' central and secondary messages.
$p > .05$ = not statistically significant

In addition, analysis of the hegemonic masculine traits used in the central messages (CM) and their supporting secondary (SM) messages showed that ads with aggressive traits in their CM were mostly supported by bonding (36.6%), dominant (26.3%), physical fitness (10.5%), and sexuality (10.5%). Bonding_{CM} had sexuality (34.0%), dominant (12.8%), and successful (12.8%). Dominant_{CM}: sexuality (26.7%), bonding (20.0%), successful (13.3%), and weak (10.0%). $\text{Heavy drinker}_{CM}$: Bonding (42.9.%); dominant (14.3%), sexuality (14.3%); and weak (14.9%). $\text{Physical fitness}_{CM}$: dominant (30.0%), aggressive (20.0%), bonding (20.0%), responsible (10.0%), and sexuality (10.0%). Responsible_{CM}: successful (25.0%), bonding (12.5%), and physical fitness (12.5%). Sexuality_{CM}: dominant (50.0%) and bonding (30.0%). physical fitness (12.5%). Weak_{CM}: dominant (50.0%), bonding (20.0%), and sexuality (20.0%) (see Table 33 on the next page).

Table 33. *Frequencies and percentages of HMTs in secondary messages (HMT_{SM}) that support HMTs in the ads' central messages (HMT_{CM})*

	Hegemonic masculine traits in the ads' secondary message (HMT_{SM})										
HMT_{CM}	**Ag**	**Bo**	**Do**	**Hd**	**Pf**	**Re**	**Se**	**Su**	**We**	**Nh**	**Total**
Aggressive	-	7	5	0	2	1	2	0	0	2	19
	-	36.8%	26.3%	0.0%	10.5%	5.3%	10.5%	0.0%	0.0%	10.5%	100%
Bonding	3	-	6	3	1	0	16	6	0	12	47
	6.4%	-	12.8%	6.4%	2.1%	0.0%	34.0%	12.8%	0.0%	25.5%	100%
Dominant	2	6	-	1	1	0	8	4	3	5	30
	6.7%	20.0%	-	3.3%	3.3%	0.0%	26.7%	13.3%	10.0%	16.7%	100%
Heavy drinker	0	3	1	-	0	0	1	0	1	1	7
	0.0%	42.9%	14.3%	-	0.0%	0.0%	14.3%	0.0%	14.3%	14.3%	100%
Physical fitness	2	2	3	0	-	1	1	0	0	1	10
	20.0%	20.0%	30.0%	0.0%	-	10.0%	10.0%	0.0%	0.0%	10.0%	100.0%
Responsible	0	1	0	0	1	-	0	2	0	4	8
	0.0%	12.5%	0.0%	0.0%	12.5%	-	0.0%	25.0%	0.0%	50.0%	100.0%
Sexuality	0	9	15	2	1	0	-	0	1	2	30
	0.0%	30.0%	50.0%	6.7%	3.3%	0.0%	-	0.0%	3.3%	6.7%	100.0%
Successful	1	5	5	0	0	2	7	-	0	1	21
	4.8%	23.8%	23.8%	0.0%	0.0%	9.5%	33.3%	-	0.0%	4.8%	100.0%
Weak	0	2	5	0	0	0	2	0	-	1	10
	0.0%	20.0%	50.0%	0.0%	0.0%	0.0%	20.0%	0.0%	-	10.0%	100.0%
No HMT	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	35	40	6	6	4	37	12	5	29	182
	4.4%	19.2%	22.0%	3.3%	3.3%	2.2%	20.3%	6.6%	2.7%	15.9%	100.0%

Note: Aggressive (Ag); Bonding (Bo); Dominant (Do); Heavy drinker (Hd); Physical fitness (Pf); Responsible (Re); Sexuality (Se); Successful (Su); Weak (We); No HMT (Nh).
HMT_{CM}: Hegemonic Masculine Traits in ads central message.
HMT_{SM}: Hegemonic Masculine Traits in ads secondary message

Following this, a chi-square comparison of proportions was performed to establish if there were statistically significant differences between the hegemonic masculine traits in the ads' central (CM) and secondary messages (SM). The findings suggest that the proportion of advertisements portraying *aggressive* hegemonic masculine traits was significantly higher in central messages compared to secondary messages ($p < 0.0001$). No statistically significant differences were found between central and secondary messages for the *bonding, dominance, heavy drinker, physical fitness, sexuality, successful, responsibility,* and *weak* traits. This implies that advertisements tend to portray aggressive hegemonic masculine traits more prominently in central messages compared to secondary messages. However, no significant

differences were found for other measured traits. Based on this, the advertisements' central messages, which represent the main idea an advertiser intends to put forward (Mack, 2016), were used as the basis for the study's analysis (see Table 34).

Table 34. *Comparison of Proportions Test for Hegemonic Masculine Traits in Ads*

Trait					Difference	95% CI	χ^2	df	*p*
	CM		SM		CM - SM				
	Freq	%	Freq	%	%				
Aggressiveness	19	70	8	30	40	34.95% to 78.68%	20.117	1	0.0001*
Bonding	47	57	35	43	14	-7.57% to 33.83%	1.554	1	0.2125
Dominant	30	43	40	57	14	-9.23% to 35.22%	1.325	1	0.2496
Heavy Drinker	7	54	6	46	08	-37.17% to 48.95%	0.076	1	0.7823
Physical Fitness	10	63	6	37	26	-20.15% to 59.74%	0.955	1	0.3285
Responsibility	8	67	4	33	34	-19.54% to 67.66%	1.145	1	0.2846
Sexuality	30	45	37	55	10	-13.41% to 31.94%	0.653	1	0.4191
Successful	21	64	12	36	28	-6.52% to 54.51%	2.336	1	0.1264
Weak	10	67	5	33	34	-15.36% to 65.93%	1.457	1	0.2274

Note: *Statistically significant at $p < .001$

Furthermore, a 2 Outcomes binomial test (H_a is proportion $\neq 0.5$) to check for statistical differences between traits in the ads' central messages showed that proportions of HMTs in ads may or may not differ depending on the traits compared. The results indicated that the proportion of HMTs used in the ads had varying levels of statistical difference between traits:

- **aggressive** was significantly different to bonding (χ^2 (1, N = 66) = 11.90, $p < .001$), heavy drinker (χ^2 (1, N = 26) = 5.54, $p = .019$), and responsible (χ^2 (1, N = 27) = 4.48, $p = .034$);
- **bonding** was significantly different to heavy drinker (χ^2 (1, N = 54) = 29.60, $p < .001$), physical fitness (χ^2 (1, N = 57) = 24.00, $p < .001$), responsible (χ^2 (1, N = 55) = 27.70, $p < .001$), successful (χ^2 (1, N = 68) = 9.94, $p < .002$);

- **dominant** was significantly different to heavy drinker (χ^2 (1, N = 37) = 14.30, p < .001), physical fitness (χ^2 (1, N = 40) = 10.00, p < .002), responsible (χ^2 (1, N = 38) = 12.70, p < .001), and weak (χ^2 (1, N = 40) = 10.00, p < .002);
- **heavy drinker** was significantly different to sexuality (χ^2 (1, N = 37) = 14.30, p < .001), and successful (χ^2 (1, N = 28) = 7.00, p < .008),
- **physical fitness** was significantly different to sexuality (χ^2 (1, N = 40) = 10.00, p < .002), and successful (χ^2 (1, N = 31) = 3.90, p < .048),
- **responsible** was significantly different to sexuality (χ^2 (1, N = 38) = 12.70, p < .001), and successful (χ^2 (1, N = 29) = 5.83, p < .016),
- **weak** was significantly different to sexuality (χ^2 (1, N = 40) = 10.00, p < .002), and successful (χ^2 (1, N = 31) = 3.90, p < .048).
- There were marginally significant differences between aggressive – physical fitness; aggressive – weak; bonding – dominant; and bonding – sexuality.

The differences between the remaining traits were not statistically significant (see Table 35 on the next page).

Table 35. *Proportions of Hegemonic Masculine Traits in Central message*

Traits	Proportion of HMT				χ^2 Goodness of fit		
	Count		Count		χ^2	df	p
	Freq	%	Freq	%			
Aggressive – Bonding	**19**	**29**	**47**	**71**	**11.90**	**1**	**<.001****
Aggressive – Dominant	19	39	30	61	2.47	1	.116
Aggressive – Heavy drinker	**19**	**73**	**07**	**27**	**5.54**	**1**	**.019***
Aggressive – Physical fitness	19	66	10	34	2.79	1	.095^{+}
Aggressive – Responsible	**19**	**70**	**08**	**30**	**4.48**	**1**	**.034***
Aggressive – Sexuality	19	39	30	61	2.47	1	.116
Aggressive – Successful	19	47	21	53	0.10	1	. 752
Aggressive – Weak	19	66	10	34	2.79	1	.095^{+}
Bonding – Dominant	47	61	30	39	3.75	1	.053^{+}
Bonding – Heavy drinker	**47**	**87**	**07**	**13**	**29.60**	**1**	**<.001****
Bonding – Physical fitness	**47**	**83**	**10**	**17**	**24.00**	**1**	**<.001****
Bonding – Responsible	**47**	**86**	**08**	**14**	**27.70**	**1**	**<.001****
Bonding – Sexuality	47	61	30	39	3.75	1	.053^{+}
Bonding – Successful	**47**	**69**	**21**	**31**	**9.94**	**1**	**.002***
Bonding – Weak	**47**	**83**	**10**	**17**	**24.00**	**1**	**<.001****
Dominant – Heavy drinker	**30**	**81**	**07**	**19**	**14.30**	**1**	**<.001****
Dominant – Physical fitness	**30**	**75**	**10**	**25**	**10.00**	**1**	**.002***
Dominant – Responsible	**30**	**79**	**08**	**21**	**12.70**	**1**	**<.001****
Dominant – Sexuality	30	50	30	50	0.00	1	1.000
Dominant – Successful	30	59	21	41	1.59	1	.208
Dominant – Weak	**30**	**75**	**10**	**25**	**10.00**	**1**	**.002***
Heavy drinker – Physical fitness	07	41	10	59	0.53	1	.467
Heavy drinker – Responsible	07	47	08	53	0.67	1	.796
Heavy drinker – Sexuality	**07**	**19**	**30**	**81**	**14.30**	**1**	**<.001****
Heavy drinker – Successful	**07**	**25**	**21**	**75**	**7.00**	**1**	**.008***
Heavy drinker – Weak	07	41	10	59	0.53	1	.467
Physical fitness – Responsible	10	56	08	44	0.22	1	.637
Physical fitness – Sexuality	**10**	**25**	**30**	**75**	**10.00**	**1**	**.002***
Physical fitness – Successful	**10**	**32**	**21**	**68**	**3.90**	**1**	**.048***
Physical fitness – Weak	10	50	10	50	0.00	1	1.000
Responsible – Sexuality	**08**	**21**	**30**	**79**	**12.70**	**1**	**<.001****
Responsible – Successful	**08**	**28**	**21**	**73**	**5.83**	**1**	**.016***
Responsible – Weak	08	44	10	56	0.22	1	.637
Sexuality – Successful	30	59	21	41	1.59	1	.208
Sexuality – Weak	**30**	**75**	**10**	**25**	**10.00**	**1**	**.002***
Successful – Weak	**21**	**68**	**10**	**32**	**3.90**	**1**	**.048***

Note: H_a is proportion $\neq 0.5$. *Significant at $p<0.05$, **significant at $p<.001$, $^{+}$marginally significant at $p<.010$.
df = 1 in all cases.

R_{Q2}. Is there an association between the hegemonic masculine traits used in advertisements and the type of alcohol (beer or bitters) advertised?

A common rule of thumb is to use Fisher's exact test when expected counts in cells of a categorical data table fall below 5 (Ehwerhemuepha et al., 2019; McDonald, 2014; Soper, 2023). Fisher's exact test was used to examine the association between the use of hegemonic masculine traits in alcohol video advertisements and the type of alcoholic beverage being advertised. The variable, Type of Alcohol (ToA) advertised (N = 182), was split into two distinct subcategories: beer advertisements (n = 107, 58.8%) and bitters advertisements (n = 75, 41.2%). The results indicated a significant association between *bonding* and beer (83% beer – 17% bitters, p < .001); *aggressiveness* and beer (84% beer – 16% bitters, p = .004); and a marginally significant association between *successfulness* and beer (71% beer – 29% bitters, p = .78). In contrast, *sexuality* was significantly associated with bitters (90% bitters – 10% beer, p < .001). All the other traits were not significantly associated with the type of alcoholic drink (beer or bitters) being advertised (see Figure 12).

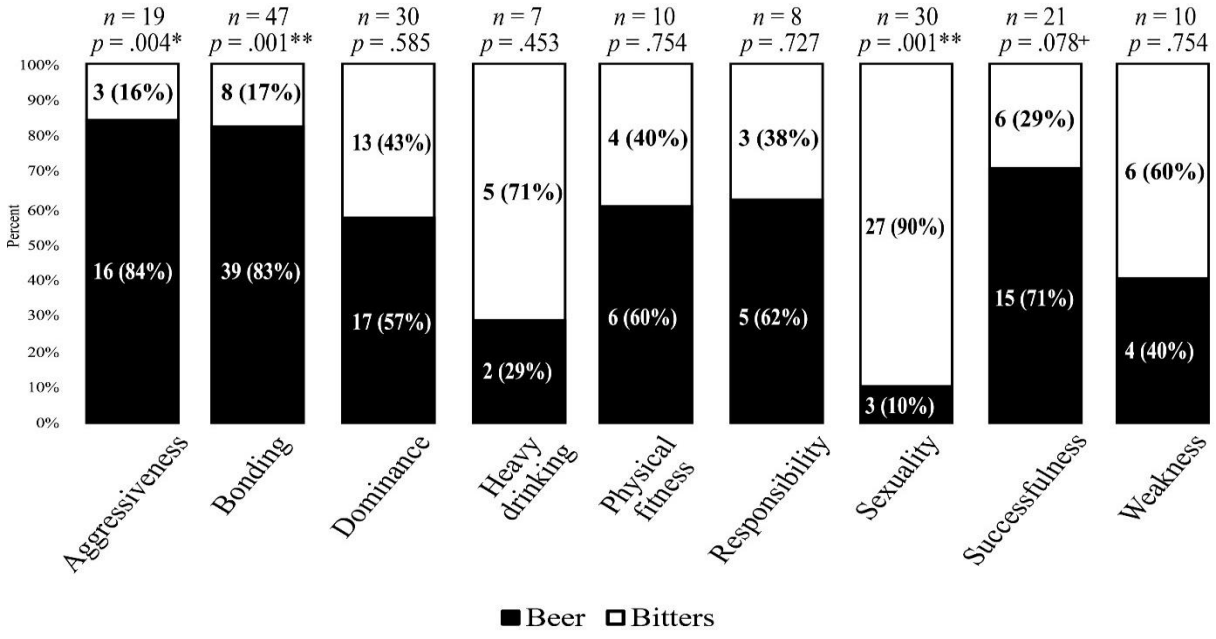


Figure 12. *Association between HMTs used in ads and the type of alcohol (Beer/Bitters)*
Note: *Statistically significant at p < .05; **Statistically significant at p <.001; +Marginally significant at p < .10.

5.2.2 Discussion of Article One

The article employed quantitative content analysis that investigated the prevalence of nine hegemonic masculine traits (*aggressiveness, bonding, dominance, heavy drinking, physical fitness, responsibility, sexuality, successful,* and *weakness*) in 182 alcohol video advertisements sourced from YouTube and Facebook (A_1: RQ_1). It also explored the association of these traits with the type of alcohol (beer or bitters) advertised (A_1: RQ_2). All the sampled ads portrayed hegemonic masculinity, but the most common hegemonic masculine traits (HMTs) were *bonding*, *dominance*, *sexuality*, *successfulness,* and *aggressiveness*. The results also showed that *bonding* and *aggressiveness* were significantly associated with beer ads, while *sexuality* was significantly associated with bitters ads.

5.2.2.1 Which hegemonic male traits are most frequently portrayed in Ghanaian beer and bitters video advertisements?

Bonding (*n* = 47, 24.5%) was the most common trait in the ads. In Ghana, men are culturally socialized to believe that real men bond with and are accepted by their peers (Akesse-Brempong & Cudjoe, 2023). Advertisers adopt this social construct to market their products by depicting men forging strong social connections while drinking (Akesse-Brempong & Cudjoe, 2023) while women are portrayed as extras (Town et al., 2012). In addition, such ads show that men obtain emotional fulfillment by expressing themselves freely when they gather away from their women (Robinson et al., 2017).

A key argument of Connell's (1987) hegemonic masculine theory is that it legitimizes the dominant position of men and justifies the subordination of women (AlGhamdi, 2023). Fundamental to Connell's (1987) theory, some of the alcohol video advertisements that used *bonding* hegemonic masculine traits were found to justify the subordination of women and the

perpetuation of gender inequality in traditional Ghanaian communities by separating women from men or at most objectifying the women, this is consistent with Akesse Brempong & Cudjoe (2023). For example, an *SM bitters* advertisement shows a man (Kwaku[17]) at a bar with two male friends bragging about how his woman (Adwoa[18]) has stopped squabbling and has become submissive since he started using *SM bitters* as an aphrodisiac. At the same bar, Adwoa is seen seated at another table with three female friends. She reinforces Kwaku's assertion by telling her female friends how much she reveres her man (see Figure 13). In addition, the four women have two bottles of the *SM bitters* drink on their table but are not shown drinking, whereas the three men share three bottles of the *SM bitters* and are seen drinking. This reinforces Primack et al.'s (2015) assertion that alcohol use is perceived as more socially acceptable for men than women.



(a) Men are prominently shown as lead characters while drinking and bonding.



(b) Women are shown in the background as supporting characters.

Figure 13. *SM bitters video advert (Shatta Wale, 2017) depicting bonding and objectification of women.*

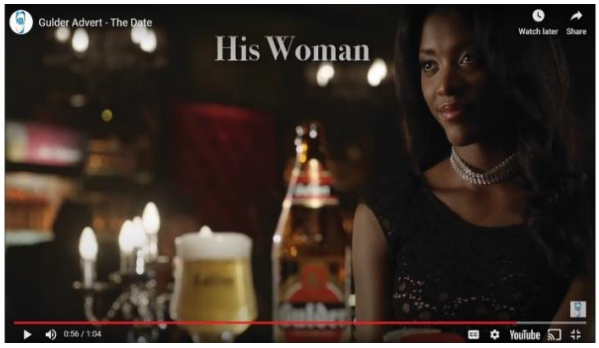
[17] Name of Ghanaian male born on a Wednesday.

[18] Name of Ghanaian female born on a Monday.

The next most prevalent traits were ***dominance*** (*n* = 30, 16.5%) and ***sexuality*** (*n* = 30, 16.5%). Male dominance over women is deeply entrenched in Ghanaian culture (Gyan et al., 2020). Ghanaian men are expected to be dominant, while women must be submissive (Adjei, 2015). Alcohol ads often depict men as authoritative figures with power over women (Nowosenetz, 2008). For example, the captions *His Beer; His Woman* (see Figure 14) suggest male dominance over women and equates women to beer meant for men's pleasure. Aside from reflecting Connell's (2005) assertion that hegemonic masculinity is built on the subordination of women to men, such gender representations perpetuate and justify harmful traditional gender roles and stereotypes associated with masculinity, such as the normalization of gender-based violence and discrimination (Akesse-Brempong & Cudjoe, 2023).



(a) **His Beer**: The text implies male dominance over the product. Justification that men have the power to drink.



(b) **His Woman**: The text normalizes male dominance over females.

Figure 14. *Gulder beer Advert - The Date*: *Ad depicting male dominance. (The Date, 2021)*

Advertisements depicting the *sexuality* trait associate male sexual appeal with alcohol consumption and portray heterosexual men as 'real men' who admire or are admired by women and are good in bed. Such ads portray men as either having phallic competence (Ampofo et al., 2009), being sexually potent (Diabah, 2015), or suave conquerors of women (Hall & Kappel, 2018), all of which reflect societal norms and beliefs regarding male sexual behaviour within heterosexual intimate relationships (Diabah, 2015; Fiaveh, 2020). For example, an *Airforce bitters* advertisement shows well-built men dressed as traditional warriors (legitimizing their

role as dominant conquerors) flirting with their women who are portrayed in stereotyped roles as homemakers and commodified as objects for the men's sexual pleasure. The advertisement signs off with 'keep rising' which insinuates that drinking the bitters would keep your manhood 'rising' (see Figure 15).



Figure *15.* *Kasapreko Airforce bitters advert (Digicraft Ghana, 2015): Ad depicting sexuality*

Successfulness (*n* = 21, 11.5%) was the next most frequently used hegemonic masculine trait in the ads. Such advertisements associate alcohol usage with achievement and portray successful men as hardworking, sophisticated, well-to-do, and well-groomed, which is congruent with Siripai (2020) and Sarwono and Fayardi's, (2018, p. 3) suggestion that advertising is "a lifestyle setter". For example, a *Herb Afrik Gin Bitters* advertisement associates use of the product with being successful. The advertisement depicts a well-groomed successful-looking man dressing up for a night out. He mentions that he "doesn't drink just anything" and that "a glass of *Herb Afrik* on ice" provides "the ultimate relaxation" presumably after a hard day's work. Although such alcohol ads inspire men to strive for success (de Bruijn,

2011), only a few men meet the standards portrayed in the advertisements (Connell, 2005). The pressure to conform to media portrayals of unattainable expectations can lead to feelings of inadequacy and low self-esteem among men who are unable to achieve their goals (Fiaveh, 2020) as such advertisements "often conveyed a false reality rather than the real life" (Sarwono & Fayardi, 2018, p. 3) (see Figure 16).



Figure 16. *Herb Afrik Gin Bitters advert depicting a successful-looking man dressing up to go use the product (Gihoc Distilleries Company Limited, 2016).*

Another common trait was ***aggressiveness*** (*n* = 19, 10.4%). In this study, *aggressiveness* is defined as depicting men as competitive while watching or playing contact sports and as ambitious and combative. This sits with Gee and Jackson's (2012, p. 84) claim that contemporary advertising culture is forged on the 'holy trinity' of sports, masculinity, and beer. de Bruijn (2011) notes that alcohol advertising in Ghana [like in other parts of the world] is connected to the masculine game of football. For example, a Guinness beer ad depicts a football scout searching for talent. The ad showcases various scenes of men competing on street corners

and grassless pitches, implying their unwavering determination to find satisfaction in the game they love. In relation to drinking, this suggests that men go to any length to enjoy Guinness. When the scout's driver skilfully juggles a loose ball, his comment, "…give a man half the chance, and he takes it," underscores the ambitious and combative nature of men. This reinforces the social construct that men are naturally aggressive (see Figure 17).



Figure 17. *Guinness beer advert (erlfie, 2010). The football scout's driver takes his chance.*

Based on the study's aim of identifying the most prevalent HMTs in alcohol ads, traits like *physical fitness*, *weakness*, *responsibility*, and *heavy drinking* with prevalence levels of less than 10% are not discussed (Gunst et al., 2022).

5.2.2.2 Association between the hegemonic masculine traits used in an ad and the type of alcohol brand advertised (beer or bitters)

This study indicates that the use of *aggressiveness*, *bonding*, and *sexuality* hegemonic masculine traits (HMTs) in Ghanaian alcohol ads is significantly associated with the type of drink being advertised. Beer advertisers use *aggressiveness* (84%) to promote the concept of sports-loving, bold, and daring men. They also employ *bonding* traits (83%), to reflect the pleasure and social acceptance attained from using their product (see Figure 18).



(a) Guinness beer advert. A male dominated group watching football at a pub.



(b) Club beer advert. Men playing football



(c) Guinness beer advert. Men bonding and enjoying the beer.



(d) Club beer advert. The ad implies social acceptance "because of Club" (Club Nti).

Figure 18. *Beer adverts suggesting aggressiveness (a-b); and bonding (c-d) (Guinness Africa, 2015; Club Beer, 2019; superjoy, 2019; Club Beer, 2021).*

In contrast, bitters ads use *sexuality* (90%) to promote male sexual prowess. Although Section 3.2.11(d) of the Food and Drugs Authority's (2016) guidelines for advertisement in Ghana prohibits alcohol ads from implying that consumption enhances sexual performance, the

alcohol industry's financial power (corporate social responsibility, sponsorship of national events, and local festivals) contributes to the lack of political and institutional will to effectively regulate the industry (de Bruijn, 2011).

Such bitters ads reinforce the cultural perception of attaining hegemonic masculinity through sexual dominance (Fiaveh, 2020; Adzovie et al., 2019), they also encourage product use, which, if not controlled, may lead to addiction and associated health implications, such as erectile dysfunction (Dordoye et al., 2023). For example, *Enkasa* (meaning do not talk) *bitters* ad opens with an angry-looking lady storming out of a house, followed by her male partner. Man: *Yenkɔbɔ mpae Ɛbɛsɔre* (Let's go and pray, I will get an erection), Lady: *Seesei ara na wogyaemu, bra me ntumi* (so soon and you have ejaculated, brother I can't cope). Calling her boyfriend "brother" reflects how sexually weak Ghanaian men are ridiculed by their women.

The next scene introduces the lady seated alone at a bar looking sad. A skinny man walks in and is hailed by all the men in the bar (presumably for his exploits with women). The guy takes a shot of *Enkasa bitters* and suggestively flirts with the lady by winking at her. She smiles, winks back, and follows him, as he leaves the bar. This implies that heterosexual men who drink *Enkasa bitters* do not need to "talk" or say much to woo a woman. It also seems to normalize the cultural status quo of male dominance by reducing the woman to an object that can be easily picked up at the counter and projects the skinny guy as a sexually potent hegemonic male. The ad ends with the old boyfriend holding a bottle of *Enkasa bitters* and saying, "*Enkasa bitters*, mɛgye me girl" (*Enkasa bitters*, I will reclaim my girl), implying that drinking *Enkasa bitters* will make him sexually potent (see Figure 19 on next page).



(a) Lady surges off boyfriend for being sexually weak



(b) Skinny man hailed by other men as he enters the bar.



(c) Skinny man orders a shot of *Enkasa* bitters as lady admires him



(d) Old boyfriend standing by his car looks on as skinny man walks away with his girlfriend.

Figure 19. *Scenes from Enkasa Bitters Advert (Nkasa TV, 2019)*

5.2.3 Implications of Article One

The results of this study show how alcohol ads in Ghana's patriarchal settings reinforce cultural constructions of hegemonic masculinity, especially over women, despite global calls for gender equality (Dery et al., 2024; Dey et al., 2024). Such reinforcements put an undue burden on both sexes to achieve this cultural expectation in a contemporary age where women are no longer 'insignificant others,' but bosses in the office and providers at home (Diabah & Amfo, 2018).

Furthermore, the use of hegemonic masculinity to normalize harmful traditional gender roles and stereotypes raises pertinent questions about advertisers' ethical responsibility in protecting consumers and the effectiveness of self-regulation (de Bruijn, 2011).

Further to the finding that some Ghanaian alcohol ads associated with *sexuality* imply that alcohol consumption is essential for male sexual performance, policy regulators should explore the effectiveness of existing regulations and recommend and implement alternative approaches to regulating such advertising content.

From a business perspective, this study provides international brands and local startups seeking to enter the Ghanaian alcohol market with a baseline of HMTs associated with their product type. Such companies should integrate the positive aspects of traditional notions of hegemonic masculinity with emerging contemporary gender roles, for example, a group of male and female construction workers drinking alcohol after work. This integration can improve the perception of the brand and establish a strong bond with the target consumer because "it isn't the whiskey [beer/bitters] they [consumers] choose, it's the image. The brand image is 90 percent of what the distiller has to sell" (Ogilvy, 1985, p 14).

Overall, the study's results are important because they highlight the association between hegemonic masculine traits and alcohol advertising (especially *bonding* with beer and *sexuality* with bitters), which, if not well-regulated, could contribute to reinforcing the culture of male dominance and overreliance on alcohol as an aphrodisiac.

5.2.4 Limitations, and future lines of research

This article adopts Connell's (1987) hegemonic masculine theory and quantitatively analyses the frequency of HMTs in 182 video ads of Ghanaian-manufactured beer and bitters, as well as the association between the HMTs and the type of alcohol. The findings show that alcohol ads often use *bonding, dominance,* and *sexuality*. Additionally, bitters ads were significantly associated with *sexuality*, while beer ads were associated with *bonding* and *aggressiveness*.

The study's focus on online (Facebook and YouTube) video advertisements for Ghanaian-manufactured alcohol (beer or bitters) limits the generalizability of the findings. A wider spread to include other social media platforms like LinkedIn, Instagram, TikTok, X (Twitter), as well as traditional media channels like outdoor, print, radio, and television would likely broaden the scope to include brands that were excluded from this study because they did not have video advertisements on Facebook and YouTube. Furthermore, a cross-cultural analysis could help identify common traits and variations between cultures and provide a better understanding of how alcohol advertisers employ hegemonic masculine traits worldwide.

Moreover, this study did not investigate the impact of hegemonic masculine portrayals on consumers' perceptions or behaviours toward advertised alcoholic beverages. For example, do individuals choose specific types of alcohol based on their desire to align themselves with a masculine identity? Understanding the consumer psychology behind these choices is valuable. A deeper understanding of how these advertisements shape perceptions of masculinity and influence social norms surrounding alcohol consumption could inform interventions and policies aimed at promoting healthier and more balanced representations of masculinity.

Finally, it would be interesting to investigate why the interrater agreements between the female raters were below the almost perfect range of 0.81 - 1.00. Establishing an agreement between female raters is important because it would enable the study to be replicated from the perspective of an all-female team of coders with qualifications similar to those of the male coders used in this study. This will help determine whether women's perceptions of the identified hegemonic masculine traits are the same as men's.

5.3. Section 2

This section presents the findings and discussions for the study's second article: ***Content Analysis of the Level of Hegemonic Masculine Traits in Ghanaian Alcohol Video Advertisements***. The article is guided by two goals, first, it presents data on the level of hegemonic masculinity portrayed in Ghanaian alcohol video advertisements. Second, it provides information on whether there is a significant difference in the level of hegemonic masculinity per hegemonic masculine trait portrayed in the advertisements.

5.3.1 Findings of Article Two

RQ_1. What is the level of hegemonic masculinity in Ghanaian alcohol video advertisements?

The study used a seven-point Likert scale to assess the level of hegemonic masculinity (LHM) in Ghanaian alcohol ads. The overall result indicated high levels of hegemonic masculinity in the ads (N = 182, M = 4.93, SD = 1.48). Most of the ads (157, 86%) expose viewers to medium (48, 26%), high (42, 23%), very high (34, 19%), or extremely high levels (33, 18%) of HMTs, indicating that the level of hegemonic masculinity in advertisements of Ghanaian manufactured alcoholic beverages leans towards the higher categories (Table 36).

Table 36. *Frequencies of Levels of Hegemonic Masculinity in ads*

Levels	Counts	% of Total
1. None	4	2.20%
2. Very Low	7	3.80%
3. Low	14	7.70%
4. Medium	48	26.40%
5. High	42	23.10%
6. Very High	34	18.70%
7. Extremely High	33	18.10%
Total	**182**	**100.00%**

Furthermore, a descriptive study of the levels split by the hegemonic masculine traits suggests that eight of the nine traits have means that ranged from M = 4.74 to M = 5.30. The only trait that leaned towards a low level of hegemonic masculinity was 'responsible' (*N* = 8, *M* = 3.00, *SD* = 1.60) (see Table 37).

Table 37. *Descriptives for Levels of Hegemonic Masculinity in Ads with Hegemonic Masculine Traits*

	Hegemonic masculine traits in the ad's central message	**N**	**Mean**	***SD***
Level of hegemonic masculinity	Physical fitness	10	5.30	1.77
	Sexuality	30	5.23	0.94
	Weak	10	5.20	1.03
	Dominant	30	5.10	1.37
	Successful	21	5.10	2.00
	Heavy drinker	7	5.00	1.73
	Bonding	47	4.81	1.31
	Aggressive	19	4.74	1.59
	Responsible	8	3.00	1.60
	Total	182	4.93	1.48

Note: Mean is based on a 7-point Likert scale (*N* = 182, *M* = 4.93, *SD* = 1.48).

RQ_2. Is there a significant difference in the level of hegemonic masculinity in Ghanaian alcohol video advertisements?

The Shapiro–Wilk normality test and Levene's test for variance homogeneity were used to examine the assumptions of normal distribution and homogeneous residuals, respectively (Maalouly, et al., 2021). The p-values of both tests were < 0.05. The Shapiro-Wilk test (W = 0.972, p = .001) revealed that the normal distribution of the levels of HMTs was not met, and Levene's test also indicated that homogeneity was not met since the variances were significantly different (F (8, 173) = 2.76, p =.007). Based on the results of the normal distribution and homogeneous tests, Welch's one-way ANOVA F-test was used to test whether the means were statistically equal (Bravi et al., 2020). The means were not statistically different (F (8, 42) = 1.88, p =.090).

Since the normal distribution was not met another one-way ANOVA test, Kruskal-Wallis (non-parametric) test, was run (Maalouly, et al., 2021) to assess whether there were statistically significant differences between the traits' medians. The results (χ^2 (8, N = 182) = 14.1, p =.078; indicated that there was no statistical difference in median values between the traits.

If the F-test yields no significant differences between means, no further study is required (Hilton and Armstrong, 2006). However, Mair and Wilcox (2019, p. 464) differ and call for the application of more "robust statistical methods" by arguing that "robust methods make little practical difference, but they can substantially alter our understanding of data." In line with their argument, the Walrus module in Jamovi 2.3 was used to generate a more robust ANOVA (RANOVA), which yielded a statistically significant difference between means (p =.030) (Table 37). This module is based on Mair's WRS2 package, which is derived from Wilcox's scripts (The Jamovi project, 2022).

Table 38. *Robust ANOVA (RANOVA)*

	F	**p**
HMTs in ads central message	2.61	0.030

Note: Method of trimmed means, trim level 0.2 (see Mair & Wilcox, 2019, p. 2)

Following the robust ANOVA results, a post hoc test comparing pairs of means was undertaken to assess the validity of the patterns seen in the data (Williams and Abdi, 2010). The results showed that "responsible" and "successful" were significantly different (psi-hat = 2.70, *p* = .043), while "responsible" and "sexuality" were marginally different (psi-hat = 2.38, p<0.10) (see Table 39 on the next page).

Table 39. *Post Hoc Tests – HMT Levels in Ads Central Message*

			95% Confidence interval	
Hegemonic Masculine Traits (HMTs)	**psi-hat**	***p***	**Lower**	**Upper**
Aggressive – Bonding	-0.0663	1.000	-2.016	1.8837
Aggressive – Dominant	-0.3077	1.000	-2.433	1.8174
Aggressive – Heavy drinker	-0.3077	1.000	-5.295	4.6793
Aggressive – Physical fitness	-0.9744	1.000	-4.283	2.3345
Aggressive – Responsible	1.8590	0.551	-0.642	4.3601
Aggressive – Sexuality	-0.5299	1.000	-2.495	1.4355
Aggressive – Successful	-0.8462	1.000	-3.140	1.4476
Aggressive – Weak	-0.4744	1.000	-2.982	2.0331
Bonding – Dominant	-0.2414	1.000	-1.649	1.1658
Bonding – Heavy drinker	-0.2414	1.000	-6.095	5.6122
Bonding – Physical fitness	-0.9080	1.000	-4.457	2.6406
Bonding – Responsible	1.9253	0.254	-0.428	4.2789
Bonding – Sexuality	-0.4636	1.000	-1.436	0.5083
Bonding – Successful	-0.7798	1.000	-2.531	0.9717
Bonding – Weak	-0.4080	1.000	-2.765	1.9488
Dominant – Heavy drinker	0.0000	1.000	-5.264	5.2639
Dominant – Physical fitness	-0.6667	1.000	-3.970	2.6368
Dominant – Responsible	2.1667	0.140	-0.121	4.4545
Dominant – Sexuality	-0.2222	1.000	-1.686	1.2419
Dominant – Successful	-0.5385	1.000	-2.509	1.4321
Dominant – Weak	-0.1667	1.000	-2.460	2.1268
Heavy drinker – Physical fitness	-0.6667	1.000	-5.717	4.3834
Heavy drinker – Responsible	2.1667	1.000	-2.964	7.2978
Heavy drinker – Sexuality	-0.2222	1.000	-5.950	5.5059
Heavy drinker – Successful	-0.5385	1.000	-5.623	4.5463
Heavy drinker – Weak	-0.1667	1.000	-5.280	4.9466
Physical fitness – Responsible	2.8333	0.263	-0.587	6.2541
Physical fitness – Sexuality	0.4444	1.000	-3.019	3.9081
Physical fitness – Successful	0.1282	1.000	-3.166	3.4227
Physical fitness – Weak	0.5000	1.000	-2.929	3.9290
Responsible – Sexuality	**-2.3889**	**0.082**$^{+}$	**-4.689**	**-0.0889**
Responsible – Successful	**-2.7051**	**0.043***	**-5.120**	**-0.2898**
Responsible – Weak	-2.3333	0.208	-4.989	0.3221
Sexuality – Successful	-0.3162	1.000	-2.105	1.4723
Sexuality – Weak	0.0556	1.000	-2.255	2.3663
Successful – Weak	0.3718	1.000	-2.043	2.7869

Note: * Statistically significant at $p < .05$; $^{+}$marginally significant at $p < .010$.

5.3.3 Discussion of Article Two

The article first aimed to determine the levels of hegemonic masculinity portrayed in Ghanaian alcohol video advertisements. Secondly, it sought to find if there was a significant difference between the level of hegemonic masculine traits employed. The article contributes to the empirical assessment of Connell's theory of hegemonic masculinity, by making it more actionable for future research on the level of hegemonic masculinity in alcohol video advertisements. The study found that on average, Ghanaian alcohol video ads portray a high level of hegemonic masculinity. Next, the findings indicated that except for *responsible* (low level of hegemonic masculinity) and *successful* (high level of hegemonic masculinity), which showed a statistically significant difference between their means, no significant difference was found between the means of the remaining hegemonic masculine traits (*aggressive, bonding, dominate, heavy drinker, physical fitness* and *sexuality*) depicted in Ghanaian alcohol video advertisements.

5.3.3.1 Level of hegemonic masculinity in Ghanaian alcohol video advertisement

Ghanaian men are socially constructed to assume hegemonic masculine roles (Akesse-Brempong & Cudjoe, 2023). The depiction of high levels of hegemonic masculinity in Ghanaian alcohol ads (4.93 on a scale of 7) may be a reflection of the country's deep-rooted patriarchal culture (Akesse-Brempong & Cudjoe, 2023). Similar to Towns et al.'s (2012) finding on Western alcohol advertisers' use of hegemonic masculinity for capital gain, Ghanaian advertisers, as a marketing strategy to boost sales or gain a larger market share, also leverage socially constructed expectations by associating their products with hegemonic masculine traits to reinforce the idea that consuming their products makes you the man society expects you to be (Fiaveh, 2020). Unfortunately, men who cannot live up to hegemonic social

constructs may become insecure (Fiaveh, 2020), violent (Towns et al, 2012), or take to heavy drinking to conform to social demands (Tseole, 2022).

5.3.3.2 Significant difference in the level of hegemonic masculinity in Ghanaian alcohol video advertisements

Traits like *bonding* (n = 47, M = 4.81, SD = 1.37), *dominant* (n = 30, M = 5.10, SD = 1.37), *sexuality* (n = 30, M = 5.23, SD = 0.94), and *weak* (n = 10, M = 5.20, SD = 1.03), which had low standard deviations relative to their means, suggest low variability or high consistency (Posada-Quintero et al., 2019) in the level of usage of these hegemonic masculine traits across Ghanaian alcohol video advertisements. From the Ghanaian context of alcohol video advertising, the findings imply a targeted approach by advertisers to appeal to a specific audience demographic in Ghana. It also indicates a strong adherence to specific masculine traits that are consistently portrayed, potentially to reflect cultural norms and values.

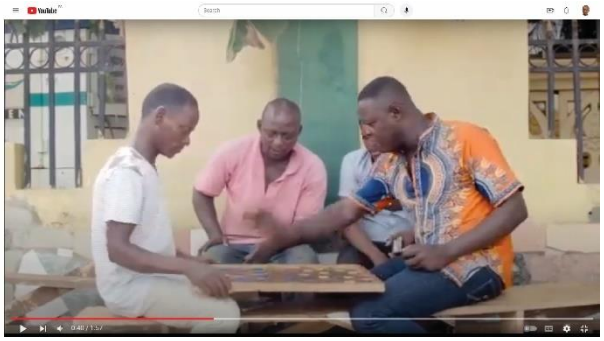
While the use of high levels of hegemonic masculinity through traits such as *physical fitness, successfulness, bonding, and aggressiveness* in alcohol video advertisements may present a positive image of alcohol consumption, the portrayal of high levels of *dominance, weakness, sexuality, and heavy drinking* while downplaying the *responsibility* trait (low level) may equally promote the potential negative consequences of alcohol consumption.

In Ghana, it is common to find men gathering at pubs to socialize and drink alcohol or to meet up for a game of draught (Akesse-Brempong & Cudjoe, 2023; Fiaveh, 2020), which reflects their cultural inclination towards seeking companionship within their gender. It is therefore not surprising for advertisers to take advantage of such social constructs to promote male bonding, dominance over women, heterosexuality (Akesse-Brempong & Cudjoe, 2023), as well as

appeal to male vulnerabilities such as sexual weakness (Fiaveh, 2020) to create a relatable narrative (see Figure 20).



Club beer advert (Club Beer, 2022): Men *bonding* at a pub



Joy Dadi bitters advert (Alafia Tv, 2018): Men playing draught and discussing their sexual weakness issues.

Figure 20. *Advertisements reflecting how Ghanaian alcohol advertisers take advantage of social expectations of male roles to promote hegemonic masculinity.*

The low mean score for the hegemonic masculine trait of *responsibility* implies that, unlike Thai alcohol ads that encourage men to "take care of parents, family or relatives" (Siripai, 2020, p. 171), Ghanaian alcohol advertisements do not lay much emphasis on men in responsible family-oriented roles. This raises questions about alcohol advertisers' motivations and whether they represent a broader sociocultural order or are unique to the industry.

5.3.3 Implications of Article Two

The study indicates that Ghanaian alcohol video advertisements exhibit medium to extremely high levels of hegemonic masculinity traits. The findings have important implications for various stakeholders. First, advertisers and alcohol producers should be socially responsible by exercising caution in perpetuating these hegemonic masculine traits due to their potential negative social implications. Second, the Parliament of Ghana should ensure the passing of the Advertising Council Bill into law within the shortest possible time to enable the establishment of the Advertising Council of Ghana, which will have the power to regulate advertising

practices in Ghana efficiently. In the interim, existing regulatory authorities such as the Food and Drugs Authority (FDA) and the Advertisers Association of Ghana (AAG) should consider introducing awards for responsible advertising, as well as fines, and more stringent sanctions to discourage the promotion of high levels of negative hegemonic masculine traits such as sexuality or weak which showcase alcohol as an aphrodisiac. Third, it is crucial to raise consumers' awareness about the perpetuation of high levels of potentially harmful hegemonic masculine traits in alcohol video advertisements in order to minimize the effect of the advertising messages on consumers and also to promote healthier alcohol consumption.

5.3.4 Limitations, and future lines of research

For future studies, this article will contribute to discussions on the influence of alcohol advertising on societal norms and individual behaviours in Ghana since it provides knowledge of the level of hegemonic masculinity in Ghanaian alcohol video advertisements. A major limitation of the study is its scope of video advertisements of Ghanaian-manufactured alcohol (beer, or bitters) from Facebook or YouTube. A cross-cultural examination coupled with a wider scope of media channels to include other online platforms and traditional media would provide a broader perspective. The current study did not investigate the effect of the level of hegemonic masculinity on consumers. It would be intriguing to conduct a qualitative study by interviewing consumers to explore how they perceive the level of hegemonic masculinity in alcohol advertisements and its effect on them. Subsequent research could also seek to investigate why advertisers employ high levels of hegemonic masculinity in alcohol video advertisements.

5.4 Section 3

This section focuses on this thesis' third article: ***Exploring the Nexus: Taylor's Six-Segment Message Strategy Wheel and Hegemonic Masculinity in Ghanaian Alcohol Video Advertisements***. The article addresses three research questions. First, it examines the frequency of Taylor's six-segment message strategy wheel in Ghanaian beer and bitters video advertisements. Second, it investigates the association between the message strategies employed and the type of drink advertised. The third question connects the two theories underpinning this thesis by looking at the association between Taylor's six-segment message strategy wheel and the hegemonic masculine traits used in Ghanaian alcohol ads. The goal is to find out how these strategies are used in a non-Western patriarchal society.

5.4.1 Findings of Article Three

R_{Q1}. ***Which of Taylor's strategies (ritual or transmission view) is most prevalent in Ghanaian alcohol ads?***

The prevalence of the use of the ritual view over the transmission view was significantly different (χ^2 (5, N = 182) = 27.1, p < .001). Cramer's V, which measures the effect size of associations (Rea and Parker, 2014 (see Table 40); Waliszewski, 2022), indicated a strong effect size, V = 1.

Table 40. *A general interpretation of Cramer's V measures of association*

Measure	Interpretation
.00 and under .10	Negligible association
.10 and under .20	Weak association
.20 and under .40	Moderate association
.40 and under .60	Relatively strong association
.60 and under .80	Strong association
.80 to 1.00	Very strong association

Source: Rea and Parker (2014, p. 219)

The Ritual view comprised 66.5% of the messages, of which the *sensory* (25.30%) strategy was the most frequent, followed by *social* (24.70%) and *ego* (16.50%), while the Transmission view comprised 33,50%, of which *ration* was the most frequent (14.30%), followed by *routine* (11%) and *acute need* (8.20%) (see Table 41). Additionally, within the views, $sensory_{ritual}$ (38.2%) and $ration_{transmission}$ (42.62%) were the highest respectively.

Table 41. *The frequency of Taylor's six-segment message strategies in Ghanaian alcohol ads*

View	Message strategies	Frequency	% within view	% of Total
Ritual	Sensory	46	38.02	25.30
(Emotional appeal)	Social	45	37.19	24.70
	Ego	30	24.79	16.50
	Subtotal	**121**	**100.00**	**66.50**
Transmission	Ration	26	42.62	14.30
(Logical appeal)	Routine	20	32.79	11.00
	Acute need	15	24.59	8.20
	Subtotal	**61**	**100.00**	**33.50**
	Total	**182**	**100.00**	**100.00**

Note: Expected frequency and percentage for each cell: 30.3 and 16.7%.

Subsequently, chi-square tests were conducted to compare the frequency of the message strategies to find if there was a significant difference between them. The results showed that the frequency of use of the *ego* (67%) strategy was significantly higher compared to *acute need (33%)* (χ^2 (1) = 4.580, p = .0323). The *sensory* strategy (75%) was significantly different compared to acute need (25%) (χ^2 (1) = 11.894, p = .0006). The *social* strategy (75%) was also significantly different compared to acute need (25%) (χ^2 (1) = 11.800, p = .0006). The *sensory* strategy (64%) was significantly different compared to Ration (36%) (χ^2 (1) = 5.168, p = .0230). The *social* strategy (63%) was significantly different compared to *ration* (37%) (χ^2 (1) = 4.414, p = .0356). The *sensory* strategy (70%) was significantly different compared to *routine* (30%) (χ^2 (1) = 9.010, p = .0027). The *social* strategy (69%) was significantly different compared to *routine* (31%) (χ^2 (1) = 8.046, p = .0046) (see Table 42 on the next page).

There was a marginal difference between *ego* (39%) and *sensory* (61%) strategies (χ^2 (1) = 3.477, p = .0622). The *ego* (40%) and *social* (60%) strategies also indicated marginal significance (χ^2 (1) = 2.846, p = .0916). No significant difference was found between *acute need* (37%) and Ration (63%) strategies (χ^2 (1) = 2.522, p = .1123). Likewise, no significant difference was found between *acute need* (43%) and *routine* (57%) strategies (χ^2 (1) = 0.653, p = .4190). Furthermore, the frequency of the *ego* strategy was not significantly different from *ration* (46%) strategies (χ^2 (1) = 0.350, p = .5540). Similarly, there was no significant difference between ego (54%) and routine (46%) strategies (χ^2 (1) = 1.885, p = .1698). Also, there was no significant difference between *ration* (57%) and *routine* (43%) strategies (χ^2 (1) = 0.867, p = .3517). Finally, sensory (51%) and *social* (49%) strategies showed no significant difference (χ^2 (1) = 0.036, p = .8495) (see Table 42).

Table 42. *Comparison of the Difference between Frequencies of Taylor's Six-segment Message Strategies in Alcohol Ads*

Segments	Frequencies	95% CI	χ^2	*df*	*p*
Acute Need - Ego	**15 (33%) - 30 (67%)**	**3.2761% to 56.8586%**	**4.580**	**1**	**0.0323***
Acute Need - Ration	15 (37%) - 26 (63%)	-5.1389% to 50.9060%	2.522	1	0.1123
Acute Need - Routine	15 (43%) - 20 (57%)	-17.7819% to 42.1499%	0.653	1	0.4190
Acute Need - Sensory	**15 (25%) - 46 (75%)**	**21.0332% to 68.2561%**	**11.894**	**1**	**0.0006****
Acute Need - Social	**15 (25%) - 45 (75%)**	**20.9517% to 68.3055%**	**11.800**	**1**	**0.0006****
Ego - Ration	30 (54%) - 26 (46%)	-17.2260% to 31.8536%	0.350	1	0.5540
Ego - Routine	30 (60%) - 20 (40%)	-7.7136% to 43.7857%	1.885	1	0.1698
Ego - Sensory	30 (39%) - 46 (61%)	-0.8500% to 41.8444%	3.477	1	0.0622$^+$
Ego - Social	30 (40%) - 45 (60%)	-2.8958% to 40.1445%	2.846	1	0.0916$^+$
Ration - Routine	26 (57%) - 20 (43%)	-14.1346% to 39.2517%	0.867	1	0.3517
Ration - Sensory	**26 (36%) - 46 (64%)**	**4.0363% to 47.7921%**	**5.168**	**1**	**0.0230***
Ration - Social	**26 (37%) - 45 (63%)**	**1.9769% to 46.1266%**	**4.414**	**1**	**0.0356***
Routine - Sensory	**20 (30%) - 46 (70%)**	**13.8159% to 59.1278%**	**9.010**	**1**	**0.0027***
Routine - Social	**20 (31%) - 45 (69%)**	**11.7261% to 57.5415%**	**8.046**	**1**	**0.0046***
Sensory - Social	46 (51%) - 45 (49%)	-17.8375% to 21.6173%	0.036	1	0.8495

Note: *Significant at p<0.05, **significant at p<.001, $^+$marginally significant at p <.010

R_{Q2}. Is there an association between Taylor's Wheel and the type of drink (beer or birrers) advertised?

The study indicated a significant association between the use of Taylor's Wheel (Ritual or Transmission view) and the type of drink advertised (χ^2 (N = 182, 1) = 4.79, p = .029). For beer ads, the Ritual view of Taylor's Wheel was used 72.9% times, compared to only 27.1% times in the Transmission view. In contrast, bitters ads showed a more even distribution of the use of Taylor's Wheel (Ritual view, 57.3% vs. Transmission view, 42.7%). This implies that the type of drink influences how advertisers use Taylor's Wheel message strategies (see Table 43).

Table 43. *Test of association between Taylor's Wheel (Ritual or Transmission View) and type of alcohol (beer or bitters) advertised.*

		Taylor's message strategy		
Type of Drink		**Ritual**	**Transmission**	**Total**
Beer	Observed	78.0	29	107
	Expected	71.0	36	107
	% within row	**72.9 %**	**27.1 %**	**100%**
	% within column	**64.5%**	**47.5%**	**59%**
Bitters	Observed	43	32	75
	Expected	50	25	75
	% within row	**57.3 %**	**42.7 %**	**100%**
	% within column	**35.5%**	**52.5%**	**41%**
Total	Observed	121	61	182
	Expected	121	61	182
	% within row	**66.5 %**	**33.5 %**	**100%**

Note: χ^2 (N = 182, 1) = 4.79, p = .029*
*significant at .05 **significant at p<.001

Next, to expand upon the findings in Table 43, an investigation was conducted to identify the frequency of each of the six segments of Taylor's Wheel (Ritual view (Rv): *ego, sensory, social*; and Transmission view (Tv): *acute need, ration, routine*) per the type of drink (beer or bitters). The most frequent segments in the beer advertisements were $social_{Rv}$ (28%), $sensory_{Rv}$

(25.2%), *ego*$_{Rv}$ (19.6%), and *acute need*$_{Tv}$ (13.1%), whereas the bitters ads indicated *sensory*$_{Rv}$ (25.3%), *ration*$_{Tv}$ (25.3%), *social*$_{Rv}$ (20%), and *routine*$_{Tv}$ (16%) (see Table 44).

Table 44. *Frequency of Taylor's Six Message Strategies Per Type of Drink*

		Taylor's Six-Segment Message Strategies						
		Ritual View			Transmission View			
		1	2	3	4	5	6	
Type of Drink		**Ego**	**Social**	**Sensory**	**Routine**	**Acute Need**	**Ration**	**Total**
Beer	Observed	21	30	27	8	14	7	107
	% within row	**19.6%**	**28.0%**	**25.2%**	**7.5%**	**13.1%**	**6.5%**	**100%**
	% within column	**70.0 %**	**66.7 %**	**58.7 %**	**40.0 %**	**93.3 %**	**26.9 %**	**59 %**
Bitters	Observed	9	15	19	12	1	19	75
	% within row	**12.0%**	**20.0%**	**25.3%**	**16.0%**	**1.3%**	**25.3%**	**100%**
	% within column	**30.0 %**	**33.3 %**	**41.3 %**	**60.0 %**	**6.7 %**	**73.1 %**	**41%**
Total	Observed	30	45	46	20	15	26	182
	% within column	**100.0 %**	**100.0 %**	**100.0 %**	**100.0 %**	**100.0 %**	**100.0 %**	**100.0 %**

Note: χ^2 (N = 182, 5) = 23.9, p < .001.

Next, Fisher's exact test was conducted to check for the association between the use of Taylor's six-segment message strategies and the type of drink (beer or bitters) advertised. The results indicate significant associations between *acute need*$_{Tv}$ and beer ads (p = .005); *ration*$_{Tv}$ and bitters ads (p = .001), and a marginal significance between *routine*$_{Tv}$ and bitters (p =.092). The ritual view strategies showed no significant associations (*ego*: p =.224, *sensory*: p =.1.000, and *social*: p =.228). This confirms the previous results (Table 44) that the Transmission view is more associated with bitters advertisements while the Ritual view is associated with both beer and bitters advertisements. This implies that the type of drink is significant when Ghanaian alcohol advertisers use message strategies that appeal to their consumers' logic (Transmission view). Inversely, the type of drink is not significant when the advertisement message appeals to consumers' emotions (Ritual view) (see Table 45 on the next page).

Table 45. *Fisher's exact test of association between Taylor's six-segment message strategies and the type of drink (beer or bitters) advertised.*

Views	Message strategies	Type of drink				*Fisher's Exact Test*
		Beer		Bitters		
		Freq	%	Freq	%	*p*
Transmission view (Logical appeal)	Acute Need	14	13%	1	1%	0.005**
	No Acute Need	93	87%	74	99%	
	Ration	7	7%	19	25%	.001**
	No Ration	100	93%	56	75%	
	Routine	8	8%	12	16%	.092+
	No Routine	99	92%	63	84%	
Ritual view (Emotional appeal)	Ego	21	20%	9	12%	.224
	No Ego	86	80%	66	88%	
	Sensory	27	25%	19	25%	1.000
	No Sensory	80	75%	56	75%	
	Social	30	39%	15	20%	.228
	No Social	77	61%	60	80%	

Note: *Significant at p<0.05, **significant at p<.001, +marginally significant at p <.010.

Following, odds ratios were computed to measure the direction and strength of the associations. The higher the odds ratio, the greater the likelihood of the event occurring in proportion to the exposure (Georgiev, 2017; Tenny & Hoffman, 2023). Odds ratios less than one suggest a lower probability of the occurrence happening relative to the exposure (Tenny & Hoffman, 2023). The results indicated that alcohol video advertisements that use the Transmission view (*acute need* segment) are 11.14 times more likely to be associated with beer advertisements than bitters advertisements (OR = 2.25, 95% CI = [1.03, 4.90]). Advertisements that use the Transmission view (*ration* segment) were 4.76 times more likely to be associated with bitters advertisements compared to beer advertisements (OR = 0.21 (inverted OR = (4.76), 95% CI = [0.082, 0.521]). While advertisements that use the Transmission view (*routine* segment) were 2.38 times more likely to have a marginal association with bitters advertisements than with beer advertisements (OR = 0.42 (inverted OR = (2.38), 95% CI [0.164, 1.096]).

R_{Q3}. Is there an association between Taylor's Wheel and HMTs in alcohol ads?

Fisher's exact test was computed to assess the association between the use of Taylor's wheel (ritual or transmission views) and the study's nine hegemonic masculine traits (HMTs) (*aggressiveness, bonding, dominance, heavy drinking, physical fitness, responsibility, sexuality, successful,* and *weakness*) in Ghanaian alcohol video advertisements. Fisher's exact test was employed because some expected cell counts were below five, which means using the chi-square test may yield inaccurate outcomes (Bower, 2003; McDonald, 2014).

The results showed that Taylor's wheel was significantly associated with only two – *bonding* (p = .048) and *responsibility* (p = .018) – out of the nine hegemonic masculine traits HMTs. Cramer's V test indicated that both associations were weak (*bonding,* V = 0.153; *responsibility,* V = 0.188). In addition, the odds ratio results suggest that the *bonding* trait is 2.25 times more likely to be associated with the ritual view than the transmission view (OR = 2.25, 95% CI [1.03, 4.90]). Meanwhile, the odds of the responsibility trait being associated with the transmission view are approximately 6.67 times higher compared to the ritual view (OR = 0.15 (inverted OR = 6.67), 95% CI = [0.030, 0.79]). This suggests that alcohol ads that use the transmission view are significantly more likely to portray the *responsibility* trait compared to ads that use the ritual view. The other seven traits (*aggressiveness, dominance, heavy drinker, physical fitness, sexuality, successful,* and *weakness)* were not significantly associated with any view (see Table 46 on the next page).

Table 46. *Association between Taylor's Wheel and specific HMTs in Ghanaian alcohol ads*

	Views							
HMTs	**Ritual**		**Transmission**		**Total**		**Fisher's Exact Test**	**Cramer's *V***
	F	%	F	%	F	%	*p*	*V*
Aggressiveness	13	68.4	6	31.6	19	100	1.0	
No Aggressiveness	108	66.3	55	33.7	163	100		
Bonding	**37**	**78.7**	**10**	**21.3**	**47**	**100**	**0.048***	**0.153**
No Bonding	**84**	**62.2**	**51**	**37.8**	**135**	**100**		
Dominance	17	56.7	13	43.3	30	100	0.290	
No Dominance	104	68.4	48	31.6	152	100		
Heavy drinker	3	42.9	4	57.1	7	100	0.226	
No Heavy drinker	118	67.4	57	32.6	175	100		
Physical fitness	6	60.0	4	40.0	10	100	0.734	
No Physical fitness	115	66.9	57	33.1	172	100		
Responsibility	**2**	**25.0**	**6**	**75.0**	**8**	**100**	**0.018***	**0.188**
No Responsibility	**119**	**68.4**	**55**	**31.6**	**174**	**100**		
Sexuality	21	70.0	9	30.0	30	100	0.833	
No Sexuality	100	65.8	52	34.2	152	100		
Successful	17	81.0	4	19.0	21	100	0.218	
No Successful	104	64.6	57	35.4	161	100		
Weakness	5	50.0	5	50.0	10	100	0.307	
No Weakness	116	67.4	56	32.6	172	100		

Note: *Significant at $p < .05$

5.4.2 Discussion of Article Three

This section discusses the findings from the last of the three articles that constitute this thesis: ***Exploring the Nexus: Taylor's Six-Segment Message Strategy Wheel and Hegemonic Masculine Traits in Ghanaian Alcohol Video Advertisements*.** The goals of the thesis in this article were to determine the prevalence of Taylor's (1999) six-segment message strategy wheel in alcohol video advertisements from a non-Western patriarchal setting, like Ghana; identify the association between Taylor's Wheel and the type of alcohol advertised; and investigate the association between Taylor's wheel (Ritual or Transmission view) and nine HMTs portrayed in alcohol video advertisements. Addressing these goals and research questions provides significant contributions. First, applying Taylor's Model to Ghanaian alcohol advertisements

offers insights into the global relevance of the model and contributes to theoretical knowledge of how it may function in a non-western patriarchal cultural context. Second, examining the association between Taylor's message strategy Wheel and the type of alcohol advertised sheds light on the extent to which specific strategies are preferred for different types of alcoholic beverages (beer or bitters) and the prevalence of these preferences within the industry. Third, the study provides quantitative insights into the literature on the use of ad message strategies to portray hegemonic masculine traits in alcohol advertising by examining the association between Taylor's message strategies and HMTs.

5.4.2.1 Prevalence of Taylor's strategies (ritual view or transmission view) in Ghanaian alcohol ads

This study found the ritual view (66.5%) to be the most frequently used message strategy in Ghanaian video alcohol ads. This aligns with Kotler's (1965) and Taylor's (1999) categorization of alcohol under the ritual view as a "low-involvement feeling product" associated with "personal taste" and "life's little pleasures" (Taylor, 1999, p. 9). The finding is also consistent with Jung and Hovland (2016) and Wolburg and Venger (2009), who noted that alcohol ads appeal more to consumers' emotions than logic. This study's results however contrast with Venger and Wolburg's (2019) investigation, which found the transmission view to be predominantly employed in Ukrainian and American alcohol ads. The similarities and differences identified between this study, conducted in Ghana's patriarchal society, and these previous investigations lend credence to Taylor's (1999) assertion that beyond the product itself, factors like culture may influence the prevalence of an advertising message strategy.

Additionally, this study discovered that Ghanaian video alcohol advertisements employ all six segments of Taylor's message strategy wheel (ritual view strategy: *ego, social, sensory;*

transmission view strategy: *ritual*, *acute need*, and *ration*). Of the six segments, *sensory*$_{\text{ritual view}}$ was found to be the most employed (25.30%). This suggests that a little above a quarter of the alcohol video advertisements used the *sensory* segment to attract consumers. For example, *Club Beer*'s ad message, *there is no way to describe the rich silky flow of liquid in each bottle cos*[because] *chale* [friend] *taste no yɛ* [the taste is] *deep*, depicts the gratifying taste of the beer (Figure 21). This is consistent with Jung and Hovland's (2016) observation that advertisers often assume emotions are the primary determinant driving people to consume alcohol.

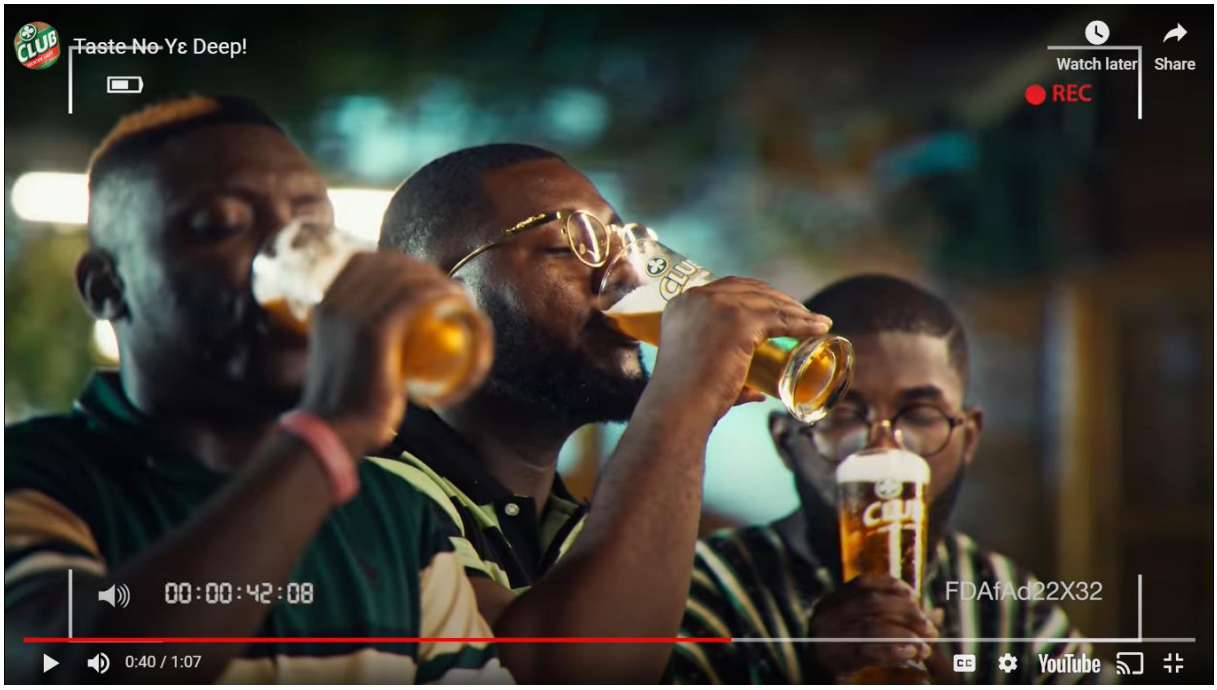


Figure 21. *Club beer advertisement using sensory strategy to project bonding: Charlie* [Friend]*, Taste No Yɛ Deep!* [The taste is deep!] (Club Beer, 2022).

Furthermore, a little under a quarter of the ads (24.70%) were found to employ the *social* segment under the ritual strategy by linking drinking to social status or projecting the social benefits of drinking, such as bonding with friends (Akesse-Brempong & Cudjoe, 2023). "Alcohol brands try to appeal to social status and individual aspirations of users, the brands and brands' posts are important for identity formation and peer acceptance" (Simons & van Dalen, 2017, p. 4). This implies that some alcohol advertisers use the *social* segment to promote

their products by appealing to consumers' desire for social connection. For example, the *Kasapreko Alomo Bitters* ad message "*Alomo bitters…is made of friendship; a strong bond between former strangers now committed to each other"* depicts how alcohol manufacturers may use the ad to show a group of friends bonding and having fun while consuming their products as a means of appealing to consumers' desire for social connection and inclusion. By doing so, such advertisers suggest that consuming their product would elevate the consumer's social standing and improve their social life by facilitating bonding with friends. This advertising strategy may appeal to individuals who value their social status and social connections and may influence them to consume the advertised product. By using this strategy alcohol advertisers "imply drinking their brand will ensure you a good social status" (Simons & van Dalen, 2017, p. 4), these alcohol advertising companies attempt to create a positive association between their products and the benefits of socializing with others while consuming alcohol (see Figure 22).



Figure 22. Kasapreko Alomo Bitters advertisement "Made of Friendship": Depicting Social connection through friendship *(Ben Affat, 2021)*

Next, the use of the *ego* segment under the ritual view strategy indicated that 16.50% of the alcohol video advertisements were used to appeal to consumers' sense of self-worth. An example is *Gulder Beer's* ad message, *"Whatever they say, always remember that it's your journey; own it, enjoy it"*. The advertisement appears to appeal positively to the ego of consumers. It encourages them to be resolute and believe in themselves by owning their life's journey (see Figure 23). Such advertisements create an association between alcohol consumption and feelings of self-worth. They show "how the product fits a consumer's self-definition (Jung & Hovland, p. 225) by allowing "the consumer to make a statement to him/herself about who he/she is" (Taylor, 1999, p. 12). Contrary to such positive appeals to the consumers' ego, Babor et al. (2017) note that this could potentially have implications for men who are vulnerable to alcohol use disorders, as they may be more susceptible to these types of messages and may be more likely to perceive alcohol consumption as a way to enhance their self-image (Jung & Hovland, 2016).



Figure 23. *Gulder beer advertisement "Own Your Journey": Depicting an appeal from the ego segment of the ritual strategy (Gulder Beer, 2021).*

Although the results suggest that Ghanaian alcohol ads use the transmission view less frequently (35%), the prevalence of the *ration* segment (14.30%) which falls under the transmission view strategy supports Agarwal's (2020) assertion that the use of *ration* is a new trend in alcohol advertising. For example, advertisement messages like *Kakai Bitters'* "*twenty years of manufacturing experience…a blend of quality Ghanaian and Chinese herbs…drink to release pressure and tension"* (see Figure 24) suggest how alcohol companies appeal through the *ration* segment to reinforce alcohol's functional benefits, such as its ability as an aphrodisiac to help 'weak' men perform well in bed (Fiaveh, 2020), cope with stress, or serve as an appetizer (Frimpong-Mansoh et al., 2021).



Figure 24. *Kakai Bitters Advertisement: Men explain to their women the reasons why Kakai bitters is the best alcoholic beverage (Kingdom Herbal Centre, 2017).*

5.4.2.2 Association between Taylor's message strategy wheel and the type of drink advertised (beer or bitters).

The thesis found a significant association between the use of Taylor's message strategies (ritual view or transmission view) and the type of alcohol advertised (beer or bitters) (p = .029). Relating this finding to Venger and Wolburg's (2019) study of seven beer and 43 non-beer drink advertisements in Ukraine and the USA, which suggested culture and time as determinants for the choice of more transmission view advertisements over ritual view advertisements, this study adds that the type of alcoholic drink being advertised can also influence the ad message strategy to be employed.

The findings indicated that Ghanaian-manufactured beer video advertisements appeal more to consumers' emotions (ritual view, 72.9%) than to their logic (transmission view 27.1%). On the other hand, Ghanaian-manufactured bitters video advertisements did not show much difference between the ritual view strategy (57.3%) and the transmission view (42.7%). The findings imply that Ghanaian alcohol advertisers especially bitters employ both emotional and functional appeals in their video advertisements to target consumers. This supports earlier findings that Ghanaian alcohol advertisers promote their products by appealing to the society's association of alcohol with sociocultural gatherings (Dueppen & Gallagher, 2021) like funerals, festivals (Ba-an et al., 2022), and parties (de Bruijn et al., 2014) while also highlighting the quality and taste of their products (Van Den Bersselaar, 2011). This dual approach of appealing to both emotions (ritual view) and reason (transmission view) may be effective in creating a strong emotional connection with consumers while also emphasising the practical benefits of the products.

A further investigation of the association between Tylor's message strategy wheel and the type of alcohol (beer or bitters) per the six segments of the wheel (ritual view strategy: *ego, social, sensory*; transmission view strategy: *routine, acute need* and *ration*) indicated a significant association between *ration* and bitters ($p < .001$) advertisements, as well as *acute need* and beer advertisements ($p = .005$) all under the transmission view strategy. This implies that advertisements of bitters beverages — which are frequently promoted as aphrodisiacs in Ghana (Amoah et al., 2022; Fiaveh, 2020) — these advertisements may focus on emphasizing the benefits and unique selling points of the product to appeal to consumers. For example, in an *SM Bitters* ad, a man (Kwaku) informs his friends how consuming it has made him potent "*Thanks to our ancestors...it is a blend of medicinal herbs, roots, and leaves...when you drink it!* [makes a fist to suggest the phallic power that comes with drinking the bitters] *Can't you see my wife Adwoa has stopped bickering?* (see Figure 25). On the other hand, the significant association between the *acute need* strategy and beer advertisements also suggests that advertisers of beer products appeal to their target's immediate needs. This differs from Agrawal (2019) who concluded that "alcohol products [beer] were not shown as an "immediate need" product" (p. 23)



Figure 25. *SM Bitters advert: Kwaku (with a bottle of SM Bitters in hand) expounding the benefits and herbal components of the drink to his friend (Shatta Wale, 2017).*

5.4.2.3 Association between Taylor's message strategy wheel and hegemonic masculine traits in alcohol ads.

The findings indicated statistically significant associations between Taylor's wheel and the $bonding_{ritual}$ and $responsibility_{transmission}$ hegemonic masculine traits. For Ghanaian men, bonding with their peers and demonstrating a sense of responsibility to their lineage are seen as essential for gaining social acceptance and respect (Akesse-Brempong & Cudjoe, 2023; Ampofo et al., 2009).

This could imply that advertisers of Ghanaian alcoholic drinks use *bonding* hegemonic masculine traits together with the ritual view strategy to establish an emotional connection with their target audience and employ *responsibility* hegemonic masculine traits with the transmission view to provide logical reasoning on the importance of responsible social behaviour when men gather to drink. Putting a focus on responsibility may be a strategy to downplay negative connotations, such as "inability to perform", "irresponsibility" (Fiaveh, 2020, p. 168), and domestic violence (Towns et al., 2012) that are often associated with alcohol advertisement, its consumption, and hegemonic masculinity.

On the other hand, the weak effect of the association between Taylor's wheel and the two HMTs (*bonding*; *responsibility*) in this exploratory study, fits with Cohen's (2013) assertion that effect sizes in new areas of research inquiry tend to be small due to "uncontrollable extraneous variables" that can introduce "noise" into the data, making the actual effect harder to detect (Cohen, 2013, p. 25). We are therefore of the opinion that the weak effect may not necessarily mean the phenomena understudy are unimportant. Rather, it reflects the challenges of exploring phenomena that have not been extensively researched and sets the stage for more research designs to gain a better understanding of the problem.

5.4.3 Implications of Article Three

The findings of this novel quantitative inferential statistical study of Taylor's message strategy wheel and its association with the type of alcoholic drink being advertised, as well as the hegemonic masculine traits used in Ghanaian alcohol video advertisements have implications for various stakeholders. First, for academics, this study opens a new chapter on the prevalence and global applicability of Taylor's Wheel, particularly from a non-Western patriarchal setting with a focus on the type of alcohol and the HMTs used. Scholars can replicate this study to explore other product categories.

Second, the study provides alcohol manufacturers and advertisers (especially new entrants) with a conceptual framework for accessing the associations between Taylor's message strategy wheel, the type of alcohol, and HMTs in the Ghanaian market. They can draw on the framework and the related associations to develop well-targeted and culturally sensitive advertising campaigns.

Third, raising awareness of the potential risks associated with alcohol ad messages that utilize HMTs such as the use of male bonding to justify the objectification of women can cause advertisers and manufacturers to consider such ethical concerns and strive for more inclusive campaigns.

Fourth, policy regulators can adopt the identified association between Taylor’s Wheel and HMTs to develop alcohol counter-advertising campaigns or public health interventions. Such campaigns can also empower consumers to critically analyse and deconstruct advertising messages to make informed choices about the products they purchase or the brands they endorse.

5.4.4 Limitations and future lines of research

This novel attempt to investigate the prevalence of Taylor's message strategy wheel in video advertisements for alcohol manufactured in Ghana, the wheel's association with the type of alcohol as well as the hegemonic masculine traits found in the advertisements, has limitations that should be considered for future studies. First, concentrating primarily on Ghana limits the generalization of our findings. A future cross-cultural study with similar non-Western patriarchal countries can extend the scope to provide a more complete knowledge of Taylor's Wheel's prevalence in such cultures.

Second, causality is a general limitation in quantitative content analysis studies. Our findings do not establish causality for the association between Taylor's Wheel, the type of alcohol, and the HMTs. Future studies should employ an experimental design to identify the underlying reasons why advertisers use specific strategies and HMTs in alcohol advertising and how they affect consumers' cognitive and affective responses. Future research should adopt a qualitative approach by conducting interviews and focus groups with advertising creatives, marketing managers, and consumers to provide a more comprehensive understanding of these associations.

Third, future research should employ the framework to investigate how the association between advertising message strategies, socially constructed stereotypes, and the advertised product affects the consumers' buying and consumption habits and their perception of the product, and brand image.

CHAPTER 6

SUMMARY OF THE THREE ARTICLES, GENERAL IMPLICATIONS, LIMITATIONS AND CONCLUSION

6.1 Summary of the three articles

The previous chapter presented and discussed the research findings derived from the methodology used in this thesis. This chapter presents an overview of the three articles that emerged from the thesis' research questions. All the articles draw upon the two theories that underpin this thesis: Taylor's (1999) six-segment message strategy wheel and Connell's (1987) Hegemonic Masculine theory. Each article contributes to measuring and understanding the prevalence and significance of the associations between advertising message strategies, hegemonic masculine traits, and the type of alcohol being advertised from a non-Western perspective.

6.1.1 Article 1: Hegemonic Masculine Traits in Advertisements of Ghanaian Manufactured Alcoholic Brands: A Content Analysis.

Authors: Henry Kojo Bonsu-Owu and David Roca

Status: Presented at the 21st International Conference on Research in Advertising (ICORIA) 2023. Submitted to the Journal of Men's Studies (Awaiting reviewer scores)

Drawing on Connell's (1987) Hegemonic Masculinity Theory, this quantitative content analysis investigates the prevalence of hegemonic masculine traits (HMTs) used in 182 Ghanaian-manufactured beer and bitters video advertisements that were sourced from YouTube and Facebook. The study also explores the association between the identified hegemonic masculine traits (*aggressive, bonding, dominance, heavy drinking, physical fitness,*

responsibility, *sexuality*, *success*, and *weakness*) and the type of alcohol (beer or bitters) being advertised. The study's findings reveal that *bonding*, *dominance*, *sexuality*, *successfulness*, and *aggressiveness* are common hegemonic masculine traits used in Ghanaian alcohol video advertisements. Significant associations were found between *bonding* – beer advertisements*; aggressiveness* – beer advertisements, and *sexuality* – bitters advertisements. The study sheds light on how these alcohol video advertisements reinforce gender norms and male dominance, especially over women. The study's implications are as follows: first, advertising academics should consider incorporating discussions on hegemonic masculinity and gender stereotypes into their curriculum to help students critically analyse and deconstruct harmful messages in advertising. Second, by highlighting the potential negative effects of hegemonic masculine traits, the study raises the awareness of advertisers and manufacturers about the need to be responsible and ethical when using hegemonic masculine traits to promote alcoholic beverages. Third, the study calls for the effective implementation of existing regulations by policymakers to address the perpetuation of harmful hegemonic masculine traits in alcohol advertising. The study is limited by its geographical scope (Ghana) and its focus on alcohol video advertisements from two online sources (Facebook and YouTube). The study therefore calls for a wider scope to include other countries, additional online sources, and traditional media channels. In addition, future research may consider the impact of such advertisements on consumers' perceptions and societal attitudes towards gender roles.

Keywords: Alcohol, Advertising, Hegemonic Masculinity, Beer, Bitters, Ghana

6.1.2 Article 2: Content Analysis of the Level of Hegemonic Masculine Traits in Ghanaian Alcohol Video Advertisements.

Authors: Henry Kojo Bonsu-Owu and David Roca

Status: Bonsu-Owu, H. K., & Roca, D. (2024). Content analysis of the level of hegemonic masculine traits in Ghanaian alcohol video advertisements. In Vignolles A. & Waiguny M., Advances in Advertising Research, Vol. XIV, Harder Better Faster Stronger, Advertising Paradoxes, Springer Edition (In press).

This study employs Connell's (1987) theory of hegemonic masculinity to conduct a quantitative investigation of the level of hegemonic masculine traits employed in (N = 182) Ghanaian alcoholic (beer and bitters) video ads on YouTube and Facebook. Drawing from existing literature, the study identified nine hegemonic masculine traits (*aggressive, bonding, dominance, heavy drinking, physical fitness, responsibility, sexuality, success,* and *weakness*). The results show that except for *the responsibility* trait that showed a low level of hegemonic masculinity in the alcohol video ads, all the other traits portrayed medium to extremely high levels of hegemonic masculinity with the most prominent being the *physical fitness*, *sexuality*, and *weakness* traits. A descriptive study revealed no statistically significant difference in mean and median levels of hegemonic masculinity across traits. However, a robust ANOVA suggested a statistically significant difference between *responsible* and *successful* traits. This study adds knowledge on the cross-cultural applicability of Connell's theory and traditional masculine traits emphasized in Ghanaian alcohol ads. It aims to inspire further quantitative research on why advertisers use HMTs in alcohol advertisements and how such portrayals affect consumers' cognitive and affective responses.

Keywords: Alcohol Advertising, Hegemonic Masculine Traits, Level of Hegemonic Masculinity

6.1.3 Article 3: Exploring the Nexus: Taylor's Six-Segment Message Strategy Wheel and Hegemonic Masculinity in Ghanaian Alcohol Video Advertisements.

Authors: Henry Kojo Bonsu-Owu and David Roca

Status: Presented at the 22nd International Conference on Research in Advertising (ICORIA) 2024.

Full paper ready for submission to the Journal of Marketing Communications.

This study is one of the first quantitative inferential statistical investigations of the frequency of Taylor's message strategy wheel and its association with the type of alcoholic drink being advertised, as well as the hegemonic masculine traits (HMTs) portrayed in alcohol video ads from a non-Western patriarchal setting. The study contributes to information on the global applicability of Taylor's wheel and also addresses the gap in research on the interplay between ad message strategies, the type of alcoholic drink advertised, and HMTs from a non-Western patriarchal setting. From 182 video ads, the study found that all six segments of Taylor's Wheel were used in Ghanaian alcohol ads with the *sensory* segment being the most common. The results show that Ghanaian alcohol ads use more of the ritual view strategy (emotional appeal) than the transmission view strategy (appeal to logic) for beer ads while bitters (herb-infused spirits) ads were more evenly distributed. Fisher's exact test revealed that Taylor's wheel (ritual or transmission views) was significantly associated with two HMTs (*bonding* and *responsibility*). We indicate the implications for various stakeholders and make recommendations for future research.

Keywords: Advertising, Message Strategy, Beer, Bitters, Hegemonic Masculinity

6.2 General implications of the study

Based on the findings and discussions of the three articles that form this thesis, the thesis raises the following general implications:

First, Ghanaian-manufactured alcohol video advertisements perpetuate socially constructed hegemonic masculinity traits, which have the potential to increase consumption and related health risks and hinder progress toward gender equality. Therefore, raising consumer awareness about how advertising reinforces stereotypes can help improve consumers' informed choices about alcohol consumption and the brands they support.

Second, for legislators there is a need to immediately establish a more effective oversight body, fully backed by law, to implement and regulate rules and sanctions. Additionally, leveraging the study's findings can help existing regulatory bodies to develop public health campaigns that counter the negative messages portrayed in alcohol advertising and promote responsible drinking.

Third, the thesis holds value for businesses in the alcohol industry. By integrating positive aspects of hegemonic masculinity with contemporary gender roles, alcohol brands can create a more relatable image and improve brand perception.

Fourth, beyond alcohol and hegemonic masculinity, the thesis opens doors for further research on applying Taylor's six-segment message strategy to other products and cultural stereotypes from non-Western cultures.

6.3 General Limitations and Recommendations

The thesis' analyses of Ghanaian-manufactured alcohol video advertisements from two online platforms, and its failure to investigate how consumers perceive or react to the portrayal of hegemonic masculinity serve as the thesis's two key limitations.

The limitations, however, offer future researchers the opportunity to expand the scope of this thesis to cover other channels of alcohol advertising and conduct cross-cultural analysis to identify cultural commonalities and variations in the choice of advertising message strategies and hegemonic masculine traits in alcohol advertising. Additionally, a quantitative investigation (through questionnaires, interviews, and focus groups) to determine how the advertising message strategies and hegemonic masculine traits used in alcohol advertisements impact consumers' perceptions of the product or manufacturer would add to the knowledge of how alcohol advertising shapes perceptions and consumption habits.

6.4 Conclusion

The results of this thesis are based on a quantitative analysis of 182 Ghanaian-manufactured alcohol (beer or bitters) video advertisements to address the following gaps in current research on hegemonic masculinity, advertising message strategies, and alcohol advertisements. First, the association between hegemonic masculine traits employed in alcohol advertisements and the advertising message strategies used. Second, the application of Taylor's Six-Segment Message Strategy Wheel in alcohol video advertisements to assess its frequency in a non-Western culture (Ghanaian). Third, the association between message strategies used and the type of alcohol (beer or bitters) promoted.

The thesis was conducted across three articles. Article One found that beer advertising frequently uses traits associated with dominance, bonding, and sexuality, while bitters ads focus on sexuality. Article Two noted that Ghanaian-manufactured alcohol video adverts employ high levels of hegemonic masculine traits. Article Three found that the alcohol video adverts appeal more to consumers' emotions (ritual view strategy- *sensory* segment), and less to their logic (transmission view - *ration* segment). It also found an association between the hegemonic masculine traits portrayed and the advertising message strategy used.

This investigation of the portrayal of hegemonic masculine traits and the advertising message strategies employed in Ghanaian-manufactured alcohol video advertisements adds to the pertinence of Connell's Hegemonic Masculine theory in alcohol advertising research and to advertising theory on the applicability of Taylor's six-segment message strategy wheel in a non-Western context. It provides a framework that can inform legislators, regulators, and other interested parties on alcohol advertising and related public health initiatives.

REFERENCES

AAG Standards – Advertising Association of Ghana. (n.d.). https://www.aag.com.gh/aag-standards/

Aboagye, R. G., Kugbey, N., Ahinkorah, B. O., Seidu, A. A., Cadri, A., & Akonor, P. Y. (2021). Alcohol consumption among tertiary students in the Hohoe municipality, Ghana: analysis of prevalence, effects, and associated factors from a cross-sectional study. *BMC psychiatry*, *21*, 1-10.

Adinkra, K. (2019, March 8). *Nunu Me (Official Video)* [Video]. YouTube. Retrieved May 16, 2024, from https://www.youtube.com/watch?v=LPheGbVql9I

Adjei, S. (2015). Partner dependency and intimate partner abuse: a sociocultural grounding of spousal abuse in Ghana. *Psychological Studies*, *60*(4), 422–427.

ADLORD. (2016, January 17). *Star Lager Beer - Ghana - 1998* [Video]. YouTube. https://www.youtube.com/watch?v=65472-yfRe8

Adoma, V., & Darko, M. A. (2020). The Impact of Alcoholic Beverage Advertisement on Student's Purchasing Behaviour at Sunyani Technical University. *Journal of Economics, Management and Trade*, 26–42.

Adomako Ampofo, A., & Boateng, J. (2007). Multiple meanings of manhood among boys in Ghana. In T. Shefer, K. Ratele, A. Strebel, N. Shabalala, & R. Buikema (Eds.), *From boys to men: Social constructions of masculinity in contemporary society* (pp. 50–74). Lansdowne, SA: UCT Press.

Adzovie, D. E., Adzovie, R. H., & Boateng, E. (2019). Gender in audio-visual advertisements in Ghana: A Semiotics analysis. *Proceedings of the World Conference on Social Sciences*. https://doi.org/10.33422/worldcss.2019.09.542

Afreen, S., Asif, M., Kainat, I., & Riaz, W. (2023). Hegemonic masculinity: a generational issue in the pre and post-historic document of partition the weary generations by Abdullah Hussain. *PalArch's Journal of Archaeology of Egypt/Egyptology*, *20*(1), 1171-1183.

African Business. (2016, January 12). Economy: Alcohol consumption rising in Africa despite obstacles. Retrieved from African Business: https://african.business/2016/01/economy/ alcohol-consumption-rising-in-africa-despite-obstacles/

African Initiatives. (2013, August 8). Ghana: The inequality of a lower middle-income region. Retrieved from AI Blog: African Initiatives: https://www.african-initiatives.org.uk/ghana-ai/#:~:text=Ghana%20has%20reached%20a%20status,result%20of%20fast%20economic%20growth.&text=The%20World%20Bank%20takes%20its,account%20the%20distribution%20of%20wealth.

Afriyanti, F., Dermawan, W. B., & Sari, D. S. (2024). Public Diplomacy of Indonesia Towards Turkey Through The Youtube Platform Endonezya Evi. *Eduvest-Journal of Universal Studies*, *4*(2), 515-529.

Agarwal, P. (2020). *Communication Strategies in Alcohol Marketing: Application of Six-segment Message Strategy Wheel* (Doctoral dissertation, Washington State University).

Agostinelli, G. & Grube, J.W. (2002). Alcohol Counter-Advertising and the Media A Review of Recent Research. Alcohol research & health: the journal of the National Institute on Alcohol Abuse and Alcoholism 26(1):15-21

Ahn, H., Wu, L., & Taylor, R. N. (2013). Communication strategies in cosmetic surgery websites: An application of Taylor's Six-Segment Message Strategy Wheel. *Health Marketing Quarterly*, *30*(2), 97–113.

Aiken, A., Lam, T., Gilmore, W., Burns, L., Chikritzhs, T., Lenton, S., Lloyd, B., Lubman, D., Ogeil, R., & Allsop, S. (2018). Youth perceptions of alcohol advertising: are current advertising regulations working? *Australian and New Zealand Journal of Public Health*, *42*(3), 234–239.

Aitken, P. P., Eadie, D. R., Leathar, D. S., Mcneill, R. E. J., & Scott, A. C. (1988). Television Advertisements for Alcoholic Drinks Do Reinforce Under-age Drinking. (1988, December). *British Journal of Addiction*, *83*(12). Retrieved March 10, 2021

Akesse-Brempong, E., & Cudjoe, E. C. (2023). The Alcohol Man: Portrayals of men in popular Ghanaian alcoholic beverage advertisements. *Advances in Journalism and Communication*, *11*(02), 136–157.

Akomea-Frimpong, I., & Andoh, C. (2020). Understanding and controlling financial fraud in the drug industry. *Journal of Financial Crime*.

Al Kalbani, F., Al Harrasi, N., & Al-Balushi, M. (2022). Advertising message strategies on Oman TV: an application of Tylor's six-segment strategy wheel. *Electronic Interdisciplinary Miscellaneous Journal*, *51*(9), 9.

Alafia Tv. (2018, April 1). *JOY DADDY BITTERS* [Video]. YouTube. Retrieved May 7, 2022, from https://www.youtube.com/watch?v=acIas5KK-Sg

Alcohol. (2018, September 21). World Health Organization. https://www.who.int/news-room/fact-sheets/detail/alcohol

AlGhamdi, K. (2023). Between Hegemonic Masculinity and New Man-ism: The Shift from 'Owning' the Gaze to Being the 'Object' of the Gaze in the Representation of the

Western Male in Men's Health Magazine. *Sumerianz Journal of Education, Linguistics and Literature*, *64*, 77–82. https://doi.org/10.47752/sjell.64.77.82

Alhassan, A. R., & Anyinzaam-Adolipore, J. N. (2020). Alcohol use among men in Ghana: socioeconomic predictors and psychological effects. *ARC Journal of Addiction*, 5 (1) *technology*, *1*, 2.

Alsop, R., Fitzsimons, A., Lennon, K., & Minsky, R. (2006). *Theorizing gender* (p. 65). Polity Press.

Amoah, P. A., Adjei, S. B., & Arthur-Holmes, F. (2022). A Social–Ecological Study of Perceptions and Determinants of Sexual Enhancement Drug Use among Men and Women in Ghana. *International Journal of Environmental Research and Public Health*, *19*(11), 6521.

Amoako, G. K. (2012). Ethics in advertising–Challenges in Ghana. *Malaysia Journal Agricultural Economics*, *1*(1), 63-72.

Ampadu-Siaw, K. (2019). The Good Ghanaian Wife: Patriarchal Ideologies and Its Impact on the Widespread of Violence Against Women and Girls in Ghana.

Ampim, G. A., Haukenes, H., & Blystad, A. (2020). Making fathers: Masculinities and social change in the Ghanaian context. *Africa Today*, *67*(1), 24.

Ampofo, A. A., Okyerefo, M. P. K., & Pervarah, M. (2009). Phallic Competence. *Culture, Society and Masculinities*, *1*(1), 59–78.

An, D., & Kim, S. (2007). Relating Hofstede's masculinity dimension to gender role portrayals in advertising: A cross-cultural comparison of web advertisements. *International Marketing Review*.

Anderson, P., de Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. Alcohol and alcoholism (Oxford, Oxfordshire), 44(3), 229–243.

Annual Reports Ghana. (2024, February 13). *Guinness Ghana Breweries - Annual Reports Ghana*. https://www.annualreportsghana.com/gse/guinness-ghana-breweries/

Anto, E. O., Owiredu, W. K. B. A., Adua, E., Obirikorang, C., Fondjo, L. A., Annani-Akollor, M. E., ... & Donkor, S. (2020). Prevalence and lifestyle-related risk factors of obesity and unrecognized hypertension among bus drivers in Ghana. *Heliyon*, *6*(1).

Archibald, D., & Ashitey, E. (2019, May). *2019 market overview - wine and other alcoholic beverages*. USDA Foreign Agricultural Service, Global Agricultural Information Network (GAIN).

Arney, J. (2021, February 15). World Beer Index 2021: *The Cost and Consumption of Beer Around the World*. Retrieved March 29, 2021, from Expensivity: https://www.expensivity.com/beer-around-the-world/

Asenahabi, B. M. (2019). Basics of research design: A guide to selecting appropriate research design. *International Journal of Contemporary Applied Researches*, *6*(5), 76-89.

Assibey, G. B., Prempeh, B., & Dorborson, N. (2021). Advertising in Ghana: A Retrospective Account of Message Execution Tactics. *ADRRI Journal of Arts and Social Sciences, 18*(3 (6) October-December), 137-162.

Astuti, A. Y., & Ardi, A. I. (2018). A discourse analysis of hegemonic masculinity on TV advertisements. *Jurnal Ilmiah Langue and Parole*, *2*(1), 24–31.

Atkin, C. K. (1993). Standpoint: On regulating broadcast alcohol advertising. *Journal of Broadcasting & Electronic Media*, *37*(1), 107–113.

AUCC-G8. (26 March 2019). Poster by Star beer GH (old). Ghana posters back in the day [Pinterest post]. Retrieved March 03, 2022, from https://www.pinterest.com/pin/79798162 7705642063/

Ba-an, M. T., Segbefia, S. K., Chinwe, C. P., & Adansi, J. E. (2022). Examining the factors influencing changes in traditional funeral rituals among Frafra subgroupings in

Northern Ghana. *International Journal of Research and Scholarly Communication*, *5*(1).

Babor, T. F., Robaina, K., Noel, J. A., & Ritson, E. A. (2017). Vulnerability to alcohol-related problems: a policy brief with implications for the regulation of alcohol marketing. *Addiction*, *112*, 94–101.

Barry, A. E., Padon, A. A., Whiteman, S. D., Hicks, K. K., Carreon, A. K., Crowell, J. R., Willingham, K. L., & Merianos, A. L. (2018). Alcohol Advertising on Social Media: Examining the Content of Popular Alcohol Brands on Instagram. *Substance Use & Misuse*, *53*(14), 2413–2420.

Baykal, E. (2021). What does hegemonic stability theory tell us: Covid-19 exam. *International Journal of Law and Social Science Research*, 3(2), 11–25.

BBC News. (2020, April 22). *South Africa coronavirus lockdown: Is the alcohol ban working?* https://www.bbc.com/news/world-africa-52358268

BBC News. (2021, February 2). *Alcohol deaths hit record high during covid pandemic*. https://www.bbc.com/news/health-55900624

Bedu-Addo, K. (2023). *Power, Policy, and Digital Switchover: An Analysis of Communication Policy Making and its Challenges for Regulating Ghana's Digital Television Sector Bedu-addo, K* (pp. 1–264) [PhD Thesis]. https://doi.org/10.34737/w121z

Beemen, O. V. (2019). *Heineken in Africa: A Multinational Unleashed*. United Kingdom: Hurst & Company (Publishers) Limited.

Ben Affat. (2021, July 14). *Kasapreko Alomo Bitters advert!* [Video]. YouTube. Retrieved April 1, 2022, from https://www.youtube.com/watch?v=LllR6DVAzG4

Berey, B. L., Loparco, C., Leeman, R. F., & Grube, J. W. (2017). The myriad influences of alcohol advertising on adolescent drinking. Current addiction reports, 4(2), 172-183.

Berggren, K. (2018). Is Everything Compatible? A Feminist Critique of Hearn's Composite Approach to Men and Masculinity. *Australian Feminist Studies, 33*(97), 331–344.

Boachie, M., Immurana, M., Iddrisu, A-A., Ayifah, E., Logo, D.D., & Owusu, S. (2022). Alcohol use in Ghana a situational analysis. Ghana NCD Alliance (GhNCDA).

Boamah, A., Amoako-Agyeman, K. N., Yankson, P. D., Akyiaw, S. O., & Adzei, S. E. (2018). Ethical Policy on Advertising Effectiveness: It's Implementation on Television Advertising in Ghana. *International Journal of Psychology Education*, *1*(1), 16-32.

Bock, A., Isermann, H., & Knieper T. (2011). The SAGE handbook of visual research methods. In E. Margolis, & L Pauwels (Eds.), *Quantitative content analysis of the visual* (1st ed., p. 265). SAGE Publications Ltd.

Bonsu, E. M. (2021). Gender Representation in a Ghana Newspaper: A Corpus Analysis. *Social Science Learning Education Journal*, 6, 791-802.

Bonsu-Owu, H. K., & Roca, D. (2024). A Content Analysis of Hegemonic Masculine Traits in Ghanaian Alcohol Advertisements. In Vignolles A. & Waiguny M., Advances in Advertising Research, Vol. XIV, Harder Better Faster Stronger, Advertising Paradoxes, Springer Edition (in press).

Bouesso, B. R., Wangou, M. M., Ramanandraibe, N., Muron, J., Opoko, C., & Bataliack, S. (2024). *Harmful Alcohol Consumption: a modifiable risk factor for all causes of premature death*. World Health Organization African Region, Integrated African Health Observatory.

Bower, K. M. (2003, August). When to use Fisher's exact test. In *American Society for Quality, Six Sigma Forum Magazine* (Vol. 2, No. 4, pp. 35-37). Milwaukee, WI, USA: American Society for Quality.

Brand Spur (2019, June 10). *#OwnyourJourney: Gulder Unveils New TVC To Inspire Consumers*. Retrieved March 27, 2021, from Brand Spur: https://brandspurng.com/tag/premium-lager/

Bravi, L., Francioni, B., Murmura, F., & Savelli, E. (2020). Factors affecting household food waste among young consumers and actions to prevent it. A comparison among UK, Spain and Italy. *Resources, Conservation and Recycling*, *153*, 104586.

Brito, P. Q., & Pratas, J. (2015). Tourism brochures: Linking message strategies, tactics and brand destination attributes. *Tourism Management*, *48*, 123–138.

Brod, H. (1987). *The Making of Masculinities: The New Men's Studies*. Boston: Allen & Unwin.

Brod, H. (2015). *The Making of Masculinities (Routledge Revivals): The New Men's Studies* (1st ed.). Routledge.

Broqua, C. & Doquet, A. (2013). Considering Masculinity in Africa and Beyond. *Cahiers d'études africaines*, 1(1), 9-41.

Brown, D. L. (2023). "Oh for the days when men were men": constructing, defending and justifying masculinity in newspaper comment forums–a critique. *Feminist Media Studies*, *23*(2), 456-471.

Cambridge Dictionary. (2021). *Cambridge English Dictionary: Definitions & Meanings*. Cambridge.org. https://dictionary.cambridge.org/us/dictionary/english/

Carah, N. (2014). Like, comment, share: Alcohol brand activity on Facebook. UQ ESpace: Deakin, ACT, Australia: Foundation for Alcohol Research and Education. Retrieved May 24, 2022, from https://espace.library.uq.edu.au/view/UQ:329178.

Carey, J. W. (1975). A Cultural Approach to Communication. *Communication*, 2, 1-22.

Carrotte, E. R., Dietze, P. M., Wright, C. J., & Lim, M. S. (2016). Who 'likes' alcohol? Young Australians' engagement with alcohol marketing via social media and related

alcohol consumption patterns. Australian and New Zealand Journal of Public Health, 40(5), 474–479.

Cerdán-Torregrosa, A., La Parra-Casado, D., & Vives-Cases, C. (2022). “If you do not fit in with the stereotype, they eat you alive”: Discourses of masculinities and their reflections in young Spanish men’s health. *Qualitative Health Research, 32*(2), 225-237.

Chagas, E. T., Queiroz-Oliveira, M., Rosso, O. A., Ramos, H. S., Freitas, C. G., & Frery, A. C. (2022). White Noise Test from Ordinal Patterns in the Entropy–Complexity Plane. *International Statistical Review*, *90*(2), 374-396.

Chapman, N. G., Nanney, M., Lellock, J. S., & Mikles-Schluterman, J. (2018). Bottling gender: accomplishing gender through craft beer consumption. *Food, Culture, and Society*, *21*(3), 296–313.

Chatard, A., Zerhouni, O., Solinas, M., & Noël, X. (2024). The Role of Implicit Associations in Alcohol and Substance Use Disorders. In *Habits: Their Definition, Neurobiology, and Role in Addiction* (pp. 273-299). Cham: Springer International Publishing.

Chen, C. Y., Cooper, H. L. F., Windle, M., Haardörfer, R., Crawford, N. D., Chen, W. J., & Chen, C. (2016). SSM -Population Health Residential environments, alcohol advertising, and initiation and continuation of alcohol consumption among adolescents in urban Taiwan: A prospective multilevel study. SSM - Population Health, 2, 249–258.

Chen, M. J., Grube, J. W., Bersamin, M., Waiters, E., & Keefe, D. B. (2005). Alcohol Advertising: What Makes It Attractive to Youth? *Journal of Health Communication*, 10(6), 553–565.

Cheng, C. (2007). Marginalized masculinities and hegemonic masculinity: An introduction. *The Journal of Men’s Studies*, *7*(3), 295–315.

Club Beer. (2019, May 29). *5on5* [Video]. Facebook. Retrieved April 4, 2022, from https://www.facebook.com/share/v/4CidyaUQV5HrmQQE/

Club Beer. (2021, August 18). *CLUB Nti! - for the love of CLUB!* [Video]. YouTube. Retrieved April 1, 2022, from https://www.youtube.com/watch?v=2y3-9qMcDLI

Club Beer. (2022, May 11). *Taste no yɛ deep!* [Video]. YouTube. Retrieved May 28, 2022, from https://www.youtube.com/watch?v=jE4yUDN51Sk

Club Beer. (2023, October 25). *CLUB BEER - Together we are gold* [Video]. YouTube. Retrieved May 18, 2024, from https://www.youtube.com/watch?v=2e-LLYIAUWg

Cobbaert, L. (2019). *Australian Alcohol Advertising, Gender Stereotypes, and Alcohol-Involved Sexual Assault* (Unpublished master's thesis). University of Adelaide, Australia.

Coffie, J. A. (2023). Representation of sexuality in television advertising: a systemic functional multimodal discourse analysis of Ghanaian alcohol commercials.

Cohen, J. (1960). A coefficient of agreement for nominal scales. *Educational and Psychological Measurement*, *20*(1), 37–46.

Cohen, J. (2013). *Statistical power analysis for the behavioral sciences*. Academic press.

Connell, R. W. (1987). *Gender and power: Society, the person, and sexual politics* (1st ed.). Stanford University Press.

Connell, R. W. (2005). *Masculinities* (2nd ed.). University of California Press.

Connell, R. W., & Messerschmidt, J. W. (2005). Hegemonic Masculinity. *Gender & Society*, *19*(6), 829–859.

Creswell, J. W. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage Publications Ltd.

Dadzie, R. M. (2023). Television in Ghana: History, policy, culture and prospects in a globalized media ecology. *Journal of African Media Studies*, *15*(3), 277-289.

Danso, J. (2024, January 18). *Supreme Court to deliver judgement on FDA's directive on alcoholic advertisements*. Ghana News Agency. Retrieved May 30, 2024, from https://gna.org.gh/2024/01/supreme-court-to-deliver-judgement-on-fdas-directive-on-alcoholic-advertisements/

de Bruijn, A. (2011). Alcohol marketing practices in Africa: findings from the Gambia, Ghana, Nigeria and Uganda. World Health Organization. Regional Office for Africa.

de Bruijn, A. (2014). Monitoring Alcohol Marketing in Africa. Findings from Kenya, Malawi, Namibia and Zambia. WHO Regional Office for Africa, 2014, 1–63. https://eucam.info/wp-content/uploads/2017/02/MAMPA-2012-final.pdf

de Bruijn, A., Ferreira-Borges, C., Engels, R., & Bhavsar, M. (2014). Monitoring outdoor alcohol advertising in developing countries: Findings of a pilot study in five African countries. *African Journal of Drug and Alcohol Studies*, *13*(1), 12–29.

Deng, T., Ekachai, D., & Pokrywczynski, J. (2020). Global COVID-19 Advertisements: Use of Informational, Transformational and Narrative Advertising Strategies. *Health Communication*, *37*(5), 628–636.

Dery, I., Baataar, C. K., & Songdone Pugun, A. (2024). 'You got to be a hard man': performing and negotiating normative masculinities among Ghanaian young adults. *Gender, Place & Culture*, 1–20.

Dey, S. M., Choudhury, S., Chatterjee, S., Ghosh, P., Ganguli, D., & Ghosh, S. R. C. (2024). *Breaking Barriers: Exploring Gender Dynamics In Education*. Notion Press.

Diabah, G. (2015). From "recharger" to "Gidi-Power": The representation of male sexual powerin Ghanaian radio commercials. *Critical Discourse Studies*, *12*(4), 377–397.

Diabah, G. (2019). Projecting masculinities or breaking sociolinguistic norms? The role of women's representation in students' profane language use. *Gender and Language*, *14*(1), 99–120.

Diabah, G. (2020). A battle for supremacy? Masculinities in students' profane language use. *The Journal of Men's Studies*, *28*(3), 260–280.

Diabah, G., & Amfo, N. A. A. (2018). To dance or not to dance Masculinities in Akan Proverbs and their implications for contemporary societies. Retrieved May 24, 2022, from *Ghana Journal of Linguistics*, *7*(2), 179.

Digicraft Ghana. (2015, May 15). *Kasapreko Airforce bitters TVC (Full)* [Video]. YouTube. Retrieved April 6, 2022, from https://www.youtube.com/watch?v=2uvwioyU0iU

Dogah, P. (2009). *A study of University of Ghana students' perception of and response to television commercials on Guinness stout* [MPhil dissertation, University of Education, Winneba].

Donaldson, M. (1993). What is hegemonic masculinity? *Theory and Society*, *22*(5), 643–657.

Dordoye, E., Aku, T. M. A., Avle, T. D. A., & Dziwornu, E. (2023). The Myths of Alcohol Use in Ghana. *Postgraduate Medical Journal of Ghana*, *12*(1), 20-22.

Duah, A., Agyei-Nkansah, A., Osei-Poku, F., Duah, F., & Addo, B. P. (2021). Sociodemographic characteristics, complications requiring hospital admission and causes of in-hospital death in patients with liver cirrhosis admitted at a district hospital in Ghana. *PloS one*, *16*(6), e0253759.

Dueppen, S. A., & Gallagher, D. (2021). Alcohol, ancestors, and the house: Exploring ritual use of beer at Kirikongo, Burkina Faso. *Journal of Anthropological Archaeology*, *64*, 101353.

Ehwerhemuepha, L., Sok, H., & Rakovski, C. (2019). A more powerful unconditional exact test of homogeneity for 2 × c contingency table analysis. *Journal of Applied Statistics*.

Eisend, M. (2009). A meta-analysis of humor in advertising. *Journal of the Academy of Marketing Science*, *37*(2), 191-203.

Eisend, M., Muldrow, A. F., & Rosengren, S. (2023). Diversity and inclusion in advertising research. *International Journal of Advertising*, *42*(1), 52-59.

Engels, R. C. M. E., Hermans, R., van Baaren, R. B., Hollenstein, T., & Bot, S. M. (2009). Alcohol Portrayal on Television Affects Actual Drinking Behaviour. *Alcohol and Alcoholism*, *44*(3), 244–249.

erlfie. (2010, July 18). *Guiness Football Scout Commercial* [Video]. YouTube. Retrieved March 11, 2022, from https://www.youtube.com/watch?v=1jmqeLNCDJc

Fernández-Álvarez, S. (2014). Non-Hegemonic Masculinity against Gender Violence. *Procedia - Social and Behavioral Sciences*, *161*, 48–55.

Ferreira-Borges, C., Parry, C. D., & Babor, T. F. (2017). Harmful Use of Alcohol: A Shadow over Sub-Saharan Africa in Need of Workable Solutions. International journal of environmental research and public health, 14(4), 346.

Fiaveh, D. Y. (2020). Masculinity, Male Sexual Virility, and Use of Aphrodisiacs in Ghana. *The Journal of Men's Studies*, 28(2), 165–182.

Finan, L. J., Lipperman-Kreda, S., Grube, J. W., Balassone, A., & Kaner, E. (2020). Alcohol marketing and adolescent and young adult alcohol use behaviors: A systematic review of cross-sectional studies. Journal of Studies on Alcohol and Drugs, Supplement, (s19), 42-56.

Finneman, T., Diwanji, V. S., Greene-Blye, M., & Martens, C. (2024). "Is It Smart to Be Thrifty?": How Advertisers Navigated Message Strategies During the Great Depression. *Journalism History*, *50*(1), 42-59.

Fleiss, J. L. (1971). Measuring nominal scale agreement among many raters. *Psychological bulletin*, *76*(5), 378.

Fleiss, J. L., Levin, B., & Paik, M. C. (2013). *Statistical methods for rates and proportions*. John wiley & sons.

Fogarty, A. S., & Chapman, S. (2012). Advocates, interest groups and Australian news coverage of alcohol advertising restrictions: content and framing analysis. *BMC Public Health, 12*(1), 1-12.

Food and Drugs Authority (2016, February 1). *Guidelines for the advertisement of foods*. https://fdaghana.gov.gh/images/stories/pdfs/downloads/food%20guidelines/REVIEWED%20GUIDELINES%20FOR%20THE%20ADVERTISEMENT%20OF%20FOODS-28-1-16-FINAL-FINAL.pdf

Food and Drugs Authority (2021). *Annual Report 2021*. FDA Ghana

Food and Drugs Authority. (2022). *Food and Drugs Authority Products Register*. FDA Ghana. http://196.61.32.245:55/publicsearch

Forbes, D. (2022). Neoliberal Hegemonic Masculinity and McMindfulness: The need for Buddhist values and principles in mindful Masculinity programs. *Religions, 13*(6), 544.

Frazer, C. (1983). Creative Strategy: A Management Perspective. Journal of Advertising 12 (1), 36-41.

Frimpong-Mansoh, R. P., Amon, S., Nonvignon, J., Sackey, S. O., & Aikins, M. (2021). Direct cost and socio-demographic factors associated with alcohol consumption among Tema adult residents in Ghana: a quantitative study. *Journal of Substance Use, 27*(1), 7–13.

Funfschilling, D. (2013, December 12). *A history of advertising in Ghana*. olivbusua.blogspot.com. Retrieved April 19, 2024, from http://olivbusua.blogspot.com/2013/12/a-history-of-advertising-in-ghana.html

Gadzekpo, A. (2021). Tuning in to his-story: an account of radio in Ghana through the experience of B. S. Gadzekpo. *Africa, 91*(2), 177–194.

Gee, S., & Jackson, S. J. (2012). Leisure corporations, beer brand culture, and the crisis of masculinity: The speight's 'Southern man' advertising campaign. *Leisure Studies*, *31*(1), 83–102.

GeorgiGeorgiev-Geo. (2017). *Odds Ratio Calculator - calculate odds ratio. Confidence intervals and p-values for odds ratios.* Retrieved Www.gigacalculator.com. https://www.gigacalculator.com/calculators/odds-ratio-calculator.php

Ghana Statistical Service. (2023). *Ghana FactSheet* [Review of *Ghana FactSheet*]. Statsghana.gov.gh; Ghana Statistical Service. https://statsghana.gov.gh/ghfactsheet.php

GhanaWeb. (2023, November 20). It doesn't make sense – Nacee on FDA's alcohol endorsement ban on celebrities. *GhanaWeb*. https://www.ghanaweb.com/GhanaHomePage/entertainment/It-doesn-rsquo-t-make-sense-ndash-Nacee-on-FDA-s-alcohol-endorsement-ban-on-celebrities-1884071

GhanaWeb. (2024, May 12). Celebrity Alcohol Ad Ban: This law is bad, detrimental to our pockets - Frank Garbin. *GhanaWeb*. https://www.ghanaweb.com/GhanaHomePage/entertainment/Celebrity-Alcohol-Ad-Ban-This-law-is-bad-detrimental-to-our-pockets-Frank-Garbin-1930410

Giesbrecht, N., Reisdorfer, E., & Rios, I. (2022). Alcohol health warning labels: a rapid review with action recommendations. *International journal of environmental research and public health*, *19*(18), 11676.

Gihoc Distilleries Company Limited. (2016, May 28). *Herb Afrik* [Video]. YouTube. Retrieved February 12, 2022, from https://www.youtube.com/watch?v=Mgfr3npFZIk

Golan, G. J., & Zaidner, L. (2008). Creative Strategies in Viral Advertising: An Application of Taylor's Six-Segment Message Strategy Wheel. *Journal of Computer-Mediated Communication*, *13*(4), 959–972.

Gordon, C. S., Howard, S. J., Kervin, L. K., & Jones, S. C. (2018). Gender Effects in a multischool alcohol media literacy study with preadolescents. *Health Education & Behavior*, 45(3), 311–314.

Grossman, E. R., Benjamin-Neelon, S. E., & Sonnenschein, S. (2020). Alcohol Consumption during the COVID-19 Pandemic: A Cross-Sectional Survey of US Adults. *International Journal of Environmental Research and Public Health*, *17*(24), 9189.

Grube, J. W. (2004). Alcohol in the Media: Drinking Portrayals, Alcohol Advertising, and Alcohol Consumption Among Youth. In National Research Council (US) and Institute of Medicine (US) Committee on Developing a Strategy to Reduce and Prevent Underage Drinking, R. J. Bonnie, & M. E. O'Connell (Eds.). Reducing Underage Drinking: A Collective Responsibility (pp. 597-624). Washington (DC): National Academies Press (US).

Guinness Africa. (2015, December 18). *Guinness Africa Ad – Every Minute Made of Black (2015)* [Video]. YouTube. Retrieved May 7, 2022, from https://www.youtube.com/watch?v=Im3uq-3qXuo

Gulder Beer. (2021, November 9). *Gulder Advert - Own Your Journey* [Video]. YouTube. Retrieved April 1, 2022, from https://www.youtube.com/watch?v=KcLGZdowenQ

Gunst, J. D., Pahus, M. H., Rosás-Umbert, M., Lu, I., Benfield, T., Nielsen, H., Johansen, I. S., Mohey, R., Østergaard, L., Klastrup, V., Khan, M., Schleimann, M. H., Olesen, R., Støvring, H., Denton, P. W., Kinloch, N. N., Copertino, D. C., Ward, A. R., Alberto, W. D. C., . . . Søgaard, O. S. (2022). Early intervention with 3BNC117 and romidepsin at antiretroviral treatment initiation in people with HIV-1: a phase 1b/2a, randomized trial. *Nature Medicine*, *28*(11), 2424–2435.

Guyo, A. G., Yu, H., Muthiani, J., & Kembero, R. M. (2018). Exploring an association between online alcohol advertisements and alcohol drinking among college students

in Kenya. *AFRREV STECH: An International Journal of Science and Technology*, *7*(2), 1–11.

Gyan, C., Abbey, E., & Baffoe, M. (2020). Proverbs and Patriarchy: Analysis of Linguistic Prejudice and Representation of Women in Traditional Akan Communities of Ghana. *Social Sciences*, *9*(3), 22.

Haahr, M. (2023, January 11). RANDOM.ORG: True Random Number Service. Retrieved from https://www.random.org

Hall, G. & Kappel, R. (2018). Gender, Alcohol, and the Media: The Portrayal of Men and Women in Alcohol Commercials. *The Sociological Quarterly*. 59. 1-13.

Harker, M, Harker, D and Svensen, S (2005). 'Attitudes towards Gender Portrayal in Advertising: An Australian Perspective', *Journal of Marketing Management*, vol. 21, no. 1-2, pp. 251-264.

Hearn, J. (2004). "From Hegemonic Masculinity to the Hegemony of Men." *Feminist Theory* 5 (1):49–72.

Hill, S., & Friel, S. (2020). 'As long as it comes off as a cigarette ad, not a civil rights message': gender, inequality and the commercial determinants of health. *International Journal of Environmental Research and Public Health/International Journal of Environmental Research and Public Health*, *17*(21), 7902.

Hilton, A., & Armstrong, R. A. (2006). Statnote 6: post-hoc ANOVA tests. *Microbiologist*, *2006*, 34-36.

Hofman, K., & Parry, C. (2017, May 24). *Big alcohol is poised to expand into Africa. Why this is bad news for health*. The Conversation. Retrieved November 18, 2021, from https://theconversation.com/big-alcohol-is-poised-to-expand-into-africa-why-this-is-bad-news-for-health-68383

Hofstede, G. (2001). Culture's Consequences. Comparing Values, Behaviors, Institutions and Organizations Across Nations (2nd ed.). Thousand Oaks, California: SAGE Publications, Inc.

Houssay-Holzschuch, M. (2020). Hegemony. *International Encyclopedia of Human Geography*, 357–362.

Huang, D. Q., Mathurin, P., Cortez-Pinto, H., & Loomba, R. (2023). Global epidemiology of alcohol-associated cirrhosis and HCC: trends, projections and risk factors. *Nature reviews Gastroenterology & hepatology*, *20*(1), 37-49.

International Center for Alcohol Policies [ICAP]. (2004). Drinking Patterns: From Theory to practice: ICAP Reports 15. In *International Center for Alcohol Policies*. International Center for Alcohol Policies. Retrieved June 2, 2024, from https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=cdcd56f3b617b599741650f0d182e6f61fea6f2a

Itulua-Abumere, F. (2013). Understanding men and masculinity in modern society. *Open Journal of Social Science Research*, 42-45.

Jacobson, J., Gomes Rinaldi, A., & Rudkowski, J. (2023). Decoding the employee influencer on social media: applying Taylor's six segment message strategy wheel. *European Journal of Marketing*, *57*(1), 29-59.

James, W. M. (2011). The appeals of luxury advertising: an application of Taylor's six segment message strategy wheel. *The Elon Journal of Undergraduate Research in Communications*, *2*(2), 62-75.

Jansen, D. (2024, March 7). *Research Design 101: Qualitative & Quantitative*. Grad Coach. https://gradcoach.com/research-design/

Jernigan, D., & O'Hara. J., (2004). Alcohol Advertising and Promotion. In National Research Council and Institute of Medicine. *Reducing Underage Drinking: A Collective*

Responsibility. 625–653, edited by Richard J. Bonnie and Mary Ellen O'Connell. Washington, DC: The National Academies Press.

Jernigan, D., Noel, J., Landon, J., Thornton, N., & Lobstein, T. (2017). Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008. *Addiction, 112*, 7-20.

Ju, I., & Park, J. (2015). Communication Strategies in Direct-to-Consumer Prescription Drug Advertising (DTCA): Application of the Six Segment Message Strategy Wheel. *Journal of Health Communication*, *20*(5), 546–554.

Jung, A. R., & Hovland, R. (2016). Targeting gender: A content analysis of alcohol advertising in magazines. *Health Marketing Quarterly*, *33*(3), 221–238.

Kaewpramkusol, R., Senior, K., Nanthamongkolchai, S., & Chenhall, R. (2018). A qualitative exploration of the Thai alcohol policy in regulating alcohol industry's marketing strategies and commercial activities. *Drug and Alcohol Review*, *38*(1), 25–33.

Kareithi, P. J. (2014). Hegemonic masculinity in media contents. In UNESCO, & I. A. Communication, *Media and gender: A scholarly agenda for the Global Alliance on media and gender* (pp. 30-45). UNESCO.

Kemp, S. (2021, February 11). *Digital in Ghana: All the Statistics You Need in 2021*. DataReportal – Global Digital Insights. https://datareportal.com/reports/digital-2021-ghana.

Kennedy, J. (2023). Men's Perspectives on Gender Relations in the Outdoor Education Field: Furthering the Case for a Hybrid Masculinity. *Journal of Experiential Education*, *46*(4), 455-473.

Kerry, V. J. (2017). The construction of hegemonic masculinity in the Semiotic Landscape of a CrossFit 'Cave.' *Visual Communication*, *16*(2), 209–237.

Kilian, C., Rehm, J., Shield, K., & Manthey, J. (2023). Changes in Alcohol-Specific Mortality During the COVID-19 Pandemic in 14 European Countries. *Sucht*.

Kimani, R. W. (2009). *Does Gender Matter? A content analysis of the coverage of Ghanaian politicians by the Daily Graphic.* (Masters Thesis), University of Ghana, School of Communication Studies, Legon.

Kimmel, M. S. (2010). Masculinity as homophobia: Fear, shame, and silence in the construction of gender identity. In S. R. Harper & F. Harris III (Eds.), *College men and masculinities: Theory, research, and implications for practice* (pp. 23–31). Jossey-Bass/Wiley.

Kimmel, M. S., & Aronson, A. B. (2004). *Men and masculinities: A Social, cultural, and historical encyclopedia* (Vol. 1). ABC-CLIO. ISBN 978-1-57-607774-0

Kingdom Herbal Centre. (2017, June 29). *Kakai Bitters* [Video]. Facebook. Retrieved February 15, 2022, from https://www.facebook.com/watch/?v=1394646080628422

Kiprop, J. (2019, June 20). Society: African countries with Islam as the religion of the majority. Retrieved from Worldatlas: https://www.worldatlas.com/articles/african-countries-with-islam-as-the-religion-of-the-majority.html

Knudsen G. H. & Andersen L., (2020, July 31). *Changing Masculinity, One Ad at a Time.* Westminster Papers in Communication and Culture. 15(2), 63–78.

Kotler, P. (1965). Behavioral Models for Analyzing Buyers. *Journal of Marketing*, *29*(4), 37–45.

Krippendorff, K. (2019). *Content analysis: An introduction to its methodology* (4th ed.). Los Angeles, CA: SAGE.

Kwami, A. (2013). *Kumasi Realism, 1951-2007*: *An African Modernism*. United Kingdom: Hurst.

Kwegyiriba, A., Acquaye, P., Mensah, R. O., & Enchill, Y. T. (2021). The Effects of Alcoholic Television Advertisement on Tertiary Students in Western Region. *International Journal of International Relations, Media and Mass Communication Studies, 7*(2), 13-32.

Kyei-Arthur, F., & Kyei-Gyamfi, S. (2023). Alcohol consumption and risky sexual behaviors among fishers in Elmina in Ghana. *BMC Public Health*, *23*(1), 1328.

Lancellotti, M. P., & Thomas, S. (2018). Men hate it, women love it: Guilty pleasure advertising messages. *Journal of Business Research*, *85*, 271–280.

Landa, R. (2021). *Advertising by design: generating and designing creative ideas across media*. John Wiley & Sons.

Landis, J. R., & Koch, G. G. (1977). The measurement of observer agreement for categorical data. *Biometrics*, *33*(1), 159.

Laskey, H. A., Ellen D., & Melvin R. C. (1989). Typology of Main Message Strategies for Television Commercials. Journal of Advertising 18 (1), 36-41.

Law, R. (1997). Masculinity, place, and beer advertising in New Zealand: The Southern Man campaign. *New Zealand Geographer*, *53*(2), 22-28.

Leeder, G. F. (2024). Masculine, independent, and "not acting": Hegemonic masculinity and femmephobia within an online community of queer men. In *Sociological Forum*.

Letsela, L., Weiner, R., Gafos, M., & Fritz, K. (2018). Alcohol Availability, Marketing, and Sexual Health Risk Amongst Urban and Rural Youth in South Africa. *AIDS and Behavior*, *23*(1), 175–189.

Li, T. (2022). The impact of advertising exposure on the gendered perceptions of men with mental health concerns. *Journal of Consumer Marketing*, 39(6), 610–620.

Limb, M. (2021). Deaths from alcohol hit record high during 2020, show figures. *BMJ*, n317.

Lirola, M. M. (2023). Approaching masculinity in Dolce & Gabbana advertising : a visual critical discourse analysis. *Brno Studies in English*, *1*, 33–53.

Llompart, A. (2023). “Some Wizards Just Like to Boast that Theirs Are Bigger and Better”: Harry Potter and the Rejection of Patriarchal Power. In *Springer eBooks* (pp. 147–162).

Lucy, S. (2024). Slippages in the Application of Hegemonic Masculinity: A Case Study of Incels. *Men and Masculinities*, 1097184X241240415.

Lutherus, K., & Lyons, A. C. (2023). Alcohol and masculinity within community sports clubs in Aotearoa New Zealand. *Kotuitui: New Zealand Journal of Social Sciences Online*, 1–21.

Lyons, A. C., Dalton, S. I., & Hoy, A. (2006). ‘Hardcore Drinking’ portrayals of alcohol consumption in young women’s and men’s magazines. *Journal of Health Psychology*, *11*(2), 223–232.

Lyons, A.C., Kersey, K., Emslie, C., Dimova, E. and Burrows, A., (2024). Digital alcohol marketing and gender: A narrative synthesis. *Drug and Alcohol Review*.

Maalouly, G., Hajal, J., Noujeim, C., Choueiry, M., Nassereddine, H., Smayra, V., Saliba, Y., & Fares, N. (2021). New insights in gut-liver axis in wild-type murine imiquimod-induced lupus. *Lupus*.

Mack, S. (2016, October 26). *Examples of Primary & Secondary Messages in Public Relations*. Small Business - Chron.com. https://smallbusiness.chron.com/examples-primary-secondary-messages-public-relations-69839.html

Mager, A. K. (2010). *Beer, sociability, and masculinity in South Africa*. Indiana University Press.

Mair, P., & Wilcox, R. (2019). Robust statistical methods using WRS2. *The WRS2 package*.

Malik, T. (2017, February 1). What is a pre-test? and why should I do it? *OutlineIndia*. https://www.outlineindia.com/blog-single/2/what-is-a-pre-test-and-why-should-i-do-it

Mann, M. E., & Krane, V. (2017). Fair treatment in sport. In *Reference Module in Neuroscience and Biobehavioral Psychology*.

Manortey, S., & Kugbega, S. (2020, March 19). Exploring the Relationship between Advertisement of Alcohol on Consumption and the Perceived Health Implications among Youth in the Ashaiman Municipality, Ghana. *Global Journal of Medical Research*, 11–20.

Mansfield, H. C. (2006). *Manliness*. Yale University Press: New Haven and London.

Manthey, J., Jacobsen, B., Klinger, S., Schulte, B., & Rehm, J. (2024). Restricting alcohol marketing to reduce alcohol consumption: A systematic review of the empirical evidence for one of the 'best buys.' *Addiction*.

Matzopoulos, R., Walls, H., Cook, S., & London, L. (2020). South Africa's COVID-19 Alcohol Sales Ban: The Potential for Better Policy-Making. *International Journal of Health Policy and Management, 9(11)*, 486–487.

McDonald, J.H. (2014). *Handbook of Biological Statistics* (3rd ed.). Sparky House Publishing, Baltimore, Maryland.

McMillan, S. J. (2000). The microscope and the moving target: the challenge of applying content analysis to the world wide web. *Journalism & Mass Communication Quarterly*, 77(1), 80–98.

McVittie, C., Hepworth, J., & Goodall, K. (2017). Masculinities and Health. *The Psychology of Gender and Health*, 119–141.

Media Foundation for West Africa & Reporters Without Borders, 2017. (2017, July 25). *Who owns the media in Ghana?* RSF. https://rsf.org/en/news/who-owns-media-ghana

Memon, M. A., Ting, H., Ramayah, T., Chuah, F., & Cheah, J.-H. (2017). A review of the methodological misconceptions and guidelines related to the application of structural equation modeling: a Malaysian scenario. *Journal of Applied Structural Equation Modeling,* 1(1), i–xiii.

Mensah, E. (2021). To be a Man is Not a Day's Job: The Discursive Construction of Hegemonic Masculinity by Rural Youth in Nigeria. *Gender Issues, 38*(4), 438–460.

Messerschmidt, J. W. (2019). The salience of "Hegemonic masculinity." *Men And Masculinities*, *22*(1), 85–91.

Messner, M., & Montez De Oca, J. (2005). The male consumer as loser: Beer and liquor ads in mega sports media events. *Signs: Journal of Women in Culture and Society*, *30*(3), 1879–1909.

Mishra, S. (2021). Globalizing male attractiveness: Advertising in men's lifestyle magazines in India. *International Communication Gazette, 83*(3), 280-298.

Montgomery, L. T., & Yockey, R. A. (2018). Rolling and scrolling: The portrayal of marijuana cigars (blunts) on YouTube. *Journal of Substance Use*, *23*(4), 436–440.

Mudimu, G. T., Chirisa, I., & Vhiriri, B. (2024). Customary Land Tenure, Mining, and the Development Question: Insights From a Transitional State. *Qeios*.

Murray, R. L., Leonardi-Bee, J., Barker, A., Brown, O., & Langley, T. (2022). The effect of alcohol marketing on people with, or at risk of, an alcohol problem: a rapid literature review. *Nottingham: University of Nottingham & SPECTRUM*.

Musah, L., & Sperkova, K. (2024, May 13). Ghana faces court challenge over ban on celebrities advertising alcohol - Health Policy watch. *Health Policy Watch*. Retrieved May 30, 2024, from https://healthpolicy-watch.news/ghana-faces-court-challenge-from-celebrity-who-wants-to-advertise-

alcohol/#:~:text=Ghana%20outlawed%20alcohol%20promotion%20by,right'%20to%20advertise%20various%20brands.

Nag, O. S. (2019, June 20). Society: African countries where christianity is the largest religion. Retrieved from Worldatlas: https://www.worldatlas.com/articles/african-countries-with-christianity-as-the-religion-of-the-majority.html

Narro, G. E. C., Díaz, L. A., Ortega, E. K., Garín, M. F. B., Reyes, E. C., Delfin, P. S. M., ... & Bataller, R. (2024). Alcohol-related liver disease: A global perspective. *Annals of Hepatology*, 101499.

Nartey, Y. A., Antwi, S. O., Bockarie, A. S., Hiebert, L., Njuguna, H., Ward, J. W., ... & Roberts, L. R. (2022). Mortality burden due to liver cirrhosis and hepatocellular carcinoma in Ghana; prevalence of risk factors and predictors of poor in-hospital survival. *PloS one*, *17*(9), e0274544.

Nas, A. (2021). The cultural limits of challenging hegemonic masculinity: Critical analysis of online responses to Axe Turkey advertisements. *Sociální Studia / Social Studies*, *18*(2), 67–86

National Institute on Alcohol Abuse and Alcoholism. (2020). *Understanding Alcohol Use Disorder | National Institute on Alcohol Abuse and Alcoholism (NIAAA)*. Www.niaaa.nih.gov. https://www.niaaa.nih.gov/publications/brochures-and-fact-sheets/understanding-alcohol-use-disorder#:~:text=Alcohol%20use%20disorder%20(AUD)%20is

Nelson, D. E. (2005). State tobacco counteradvertising and adolescents. *Archives of Pediatrics & Adolescent Medicine*, *159*(7), 685. https://doi.org/10.1001/archpedi.159.7.685-a

Nicholls, E. (2020). ‘I feel like I have to become part of that identity’: Negotiating femininities and friendships through alcohol consumption in Newcastle, UK. *International Journal of Drug Policy, 81*, 102524.

Niederdeppe, J., Avery, R. J., Tabor, E., Lee, N. W., Welch, B., & Skurka, C. (2021). Estimated televised alcohol advertising exposure in the past year and associations with past 30-day drinking behavior among American adults: results from a secondary analysis of large-scale advertising and survey data. *Addiction, 116*(2), 280-289.

Nkasa TV. (2019, November 26). *Enkasa Bitters advert 1. . .. .more action* [Video]. YouTube. Retrieved May 11, 2022, from https://www.youtube.com/watch?v=Og3YskWUTEI

Noel, J. K., Sammartino, C. J., & Rosenthal, S. R. (2020). Exposure to Digital Alcohol Marketing and Alcohol Use: A Systematic Review. *Journal of Studies on Alcohol and Drugs, s19*, 57–67.

Nonor, D. (2024, April 28). *Advertising Association push for expedited action on advertising bill*. Zed Multimedia. Retrieved May 14, 2024, from https://zedmultimedia.com/2024/04/28/advertising-association-push-for-expedited-action-on-advertising-bill/

Norman, T., Anderson-Luxford, D., O’Brien, P., & Room, R. (2024). Regulating alcohol advertising for public health and welfare in the age of digital marketing: challenges and options. *Drugs: Education, Prevention and Policy*, *31*(1), 70-81.

Nowosenetz, T. (2008). *The construction of masculinity and femininity in alcohol advertisements in men’s magazines in South Africa: A discourse analysis* [Master’s dissertation, University of Pretoria] Pretoria, South Africa.

Nsiah, A. M. (2021). Breaking the Ethnic Barrier in Mark 7: 24-30: Implication for the Ghanaian Context.

Nuwagaba, I., Hofisi, C., Tshombe, L. M., Nduhura, A., Ochora, A., & Molokwane, T. (2023). An analysis of methodological approaches for Public Private Partnership Projects and Value for Money studies in line with Uganda National Roads Authority. *African Journal of Public Administration and Environmental Studies*, *2*(2), 51-73.

Obot, I. S. (2013). Alcohol marketing in Africa: Not an ordinary business. *African Journal of Drug and Alcohol Studies*. African Center for Research and Information on Substance Abuse.

OECD. (2021). *Social institutions and gender index man enough? Measuring masculine norms to promote women's empowerment*. OECD. Retrieved May 24, 2022, from https://doi.org/10.1787/6ffd1936-en

Ofori-Kwakye, E. (2011). *Alcohol Advertising in Ghana*. LAP Lambert Academic Publishing.

Ogilvy, D. (1985). *Ogilvy on Advertising*. New York: Vintage Books.

Ogundimu, O., & Olajide, E. (2023, October 17). *Advertising & Marketing 2023: Law and practice*. Chambers and Partners. Retrieved April 17, 2024, from https://practiceguides.chambers.com/practice-guides/advertising-marketing-2023/ghana

Okonkwo, U. U. (2018). The Advertisement of Alcohol in Colonial and Post-Colonial Times in Southern Nigeria. *Journal of Historical Sociology*, *31*(4), 497–511. https://doi.org/10.1111/johs.12185

Osei Asibey, B., Marjadi, B., & Conroy, E. (2023). Alcohol, tobacco and drug use among adults experiencing homelessness in Accra, Ghana: A cross-sectional study of risk levels and associated factors. *PLoS One*, *18*(3), e0281107.

Oti Boateng, N. Y. (2016). Alcohol consumption among University of Ghana students on Legon campus (Master's thesis, University of Ghana, Legon, Ghana). School of Public Health College of Health Sciences University of Ghana. Retrieved March 15, 2021 from http://ugspace.ug.edu.gh/bitstream/handle/123456789/21600/Alcohol%20Consumption%20Among%20University%20of%20Ghana%20Students%20on%20Legon%20Campus_July%202016.pdf?sequence=1&isAllowed=y

Owusu, D., & M. Nyarku, K. (2014). Influence of print advertising on the decisions of tertiary students to purchase telecom products in the cape coast metropolis: The moderating role of price and service quality delivery. *International Journal of Academic Research in Business and Social Sciences*, *4*(10). https://doi.org/10.6007/ijarbss/v4-i10/1229

Owusu-Prempeh, V., Antwi-Boateng, C. & Asuamah, S. Y. (2013). The Effect of Advertisement on Alcohol Consumption in Sunyani Polytechnic, Ghana, West Africa. *International Journal of Innovative Research and Development*, 2(4), 853-870.

Parent, M. C., & Cooper, C. E. (2020). Masculinity threats influence evaluation of hypermasculine advertisements. *The Journal of Social Psychology*, *160*(3), 282–292.

Parsons, E., & Maclaran, P. (2009). Contemporary issues in marketing and consumer behaviour. In *Routledge eBooks*. Retrieved May 24, 2022, from https://doi.org/10.4324/9780080943169

Pate, J. R., Ruihley, B. J., & Mirabito, T. (2014). Displaying disability: A content analysis of person-first language on NCAA Bowl Championship Series college athletic department websites. *Journal of Applied Sport Management*, *6*(1), 5.

Patriarchy - Sociology of Gender - iResearchNet. (2018, July 6). Sociology. https://sociology.iresearchnet.com/sociology-of-gender/patriarchy/

Peer, N. (2017). There has been little progress in implementing comprehensive alcohol control strategies in Africa. The American Journal of Drug and Alcohol Abuse, 43(6), 631-635.

Peralta, R. L. (2007). College Alcohol Use and the Embodiment of Hegemonic Masculinity among European American Men. *Sex Roles*, *56*(11–12), 741–756.

Petticrew, M., Katikireddi, S. V., Knai, C., Cassidy, R., Hessari, N. M., Thomas, J., & Weishaar, H. (2017). 'Nothing can be done until everything is done': the use of complexity arguments by food, beverage, alcohol and gambling industries. *J Epidemiol Community Health*, *71*(11), 1078-1083.

Petty, R. & Cacioppo, J. (1986). The Elaboration Likelihood Model of Persuasion. *Advances in Experimental Social Psychology*. 19. 123-205.

Pinsky, I., & Silva, M. T. (1999). A frequency and content analysis of alcohol advertising on Brazilian television. *Journal of Studies on Alcohol*, *60*(3), 394–399.

Primack, B. A., Colditz, J. B., Pang, K., & Jackson, K. M. (2015). Portrayal of alcohol intoxication on YouTube. *Alcoholism: Clinical and Experimental Research*, *39*(3), 496–503.

Pyatt, J. (2020, May 25). *Fourteen people die and ten more fighting for their lives after drinking home brew in South Africa*. Mail Online. https://www.dailymail.co.uk/news/article-8355213/Fourteen-people-die-ten-fighting-lives-drinking-home-brew-South-Africa.html

Radoš Krnel, S., Levičnik, G., van Dalen, W., Ferrarese, G., & Tricas-Sauras, S. (2023). Effectiveness of Regulatory Policies on Online/Digital/Internet-Mediated Alcohol Marketing: a Systematic Review. *Journal of Epidemiology and Global Health*, *13*(1), 115-128.

Ramdhan, M., Ariyanti, L., & Harti, L. M. S. (2021). The representation of masculinity in men's health magazine on advertisements. *PIONEER: Journal of Language and Literature*, *13*(1), 52

Ranchod, A. (2007). *An Investigation into the Representation of Women in South African Cosmopolitan Magazine Advertisments of 2004.* Nelson Mandela Metropolitan University, School of Language, Media and Culture

Ravitch, S. M., & Riggan, M. J. (2016). *Reason & Rigor: How Conceptual Frameworks Guide Research* (Second ed.). SAGE Publications, Inc.

Rea, L. M., & Parker, R. A. (2014). *Designing and conducting survey research: a comprehensive guide*. Jossey-Bass.

Regoniel, P. A. (2020). Conceptual framework development handbook.

Rehm, J., Samokhvalov, A. V., Neuman, M. G., Room, R., Parry, C., Lönnroth, K., Patra, J., Poznyak, V., & Popova, S. (2009). The association between alcohol use, alcohol use disorders and tuberculosis (TB). A systematic review. *BMC Public Health*, *9*(1).

Riffe, D., Lacy, S., Fico, F., & Watson, B. (2019). *Analyzing media messages: Using Quantitative Content Analysis in Research. Routledge.*

Ritchie, H., & Roser, M. (2024, April). *Alcohol Consumption.* Retrieved from Our World in Data: https://ourworldindata.org/alcohol-consumption

Robinson, S., White, A., & Anderson, E. (2017). Privileging the Bromance: a critical appraisal of romantic and bromantic relationships. *Men And Masculinities*, *22*(5), 850–871.

Rosamond, B. (2020, May 20). *hegemony | Definition, theory, & facts*. Encyclopedia Britannica. Retrieved December 22, 2021, from https://www.britannica.com/topic/hegemony.

Rossiter, J. R., Percy, L., & Donovan, R. J. (1991). A better advertising planning grid. *Journal of Advertising Research*.

Rothenberg, R. (1995). *Where the suckers moon: The life and death of an advertising campaign*. New York: Vintage Books.

Ruel, E., Wagner, W. E., III, & Gillespie, B. J. (2015). *The Practice of Survey Research*. SAGE Publications.

Rumgay, H., Shield, K., Charvat, H., Ferrari, P., Sornpaisarn, B., Obot, I., Islami, F., Lemmens, V. E. P. P., Rehm, J., & Soerjomataram, I. (2021). Global burden of cancer in 2020 attributable to alcohol consumption: A population-based study. *The Lancet Oncology*, *22*(8).

Sackey-Addo, E. (2015, April 18). *90% of Alcoholic Drinks Advertised in Ghana Suggest That They Give S*xual Stamina to Men – But The Liquor Licensing Act 1970 (Act 331) Says 'Advertisements Should Neither Claim Nor Suggest That Any Alcoholic Drink Can Contribute Towards S*xual Success Or Can Enhance S*xual Attractiveness.'* GhanaCelebrities.Com. Retrieved April 21, 2024, from https://www.ghanacelebrities.com/2015/04/18/90-of-alcoholic-drinks-advertised-in-ghana-suggest-that-they-give-sxual-stamina-to-men-but-the-liquor-licensing-act-1970-act-331-says-advertisements-should-neither-claim-nor-sugg/

Saffer, H. (2020). Evaluating econometric studies of alcohol advertising. *Journal of Studies on Alcohol and Drugs, Supplement, s19*, 106–112.

Sargent, J. D., & Babor, T. F. (2020). The Relationship Between Exposure to Alcohol Marketing and Underage Drinking Is Causal. *Journal of Studies on Alcohol and Drugs, s19*, 113–124.

Sarwono, B. K., & Fayardi, A. O. (2018). The construction of masculinity in male facial care product advertisement. *E3S Web of Conferences*, *74*, 10010.

Scaptura, M. N., & Boyle, K. M. (2020). Masculinity threat, "Incel" traits, and violent fantasies among heterosexual men in the United States. *Feminist Criminology*, *15*(3), 278–298.

Scheibling, C., & Lafrance, M. (2019). Man up but stay smooth: Hybrid masculinities in advertising for men's grooming products. *The Journal of Men's Studies*, *27*(2), 222-239.

Schmidt, B. (2018, August 15). *Hegemony: A conceptual and theoretical analysis*. DOC Research Institute.

Sekaran, U. (2003). *Research methods for business: A skill building approach* (4th ed.). United State of America: John Willey and Sons, Inc.

Semerádová, T., & Weinlich, P. (2021). The (In)Effectiveness of In-Stream Video Ads. In *IGI Global eBooks* (pp. 668–687). Retrieved May 24, 2022, from https://doi.org/10.4018/978-1-7998-9020-1.ch034

Shalw (2020, May 25). *Fourteen people die and ten more fighting for their lives after drinking home brew in South Africa*. Sound Health and Lasting Wealth. https://www.soundhealthandlastingwealth.com/health-news/fourteen-people-die-and-ten-more-fighting-for-their-lives-after-drinking-home-brew-in-south-africa/

Shatta Wale. (2017, February 6). *Shatta Bitters (Advert)* [Video]. YouTube. Retrieved March 3, 2022, from https://www.youtube.com/watch?v=TGflaFyHn14

Sheatsley, P. B. (1983). Questionnaire Construction and Item Writing. *Handbook of Survey Research*, 195–230.

Sikweyiya, Y., Addo-Lartey, A. A., Alangea, D. O., Dako-Gyeke, P., Chirwa, E. D., Coker-Appiah, D., Adanu, R. M. K., & Jewkes, R. (2020). Patriarchy and gender-inequitable attitudes as drivers of intimate partner violence against women in the central region of Ghana. *BMC Public Health*, *20*(1).

Simons, A., & van Dalen, W. (2017). Alcohol marketing on social media. *eucam. info*.

Siripai, J. (2020). Branding, masculinities and culture: Exploring the branding of alcohol product representations in Thailand. *The Journal of Men's Studies*, *29*(2), 156-176.

Smith, K. C., Cukier, S., and Jernigan, D. H., (2014). Regulating Alcohol Advertising: Content Analysis of the Adequacy of Federal and Self Regulation of Magazine Advertisments, 2008-2010. *American Journal of Public Health* 104(10):1901–11.

Smith, L. A., & Foxcroft, D. R. (2009). The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: systematic review of prospective cohort studies. *BMC Public Health*, 9:51.

Snyder, L. B., Milici, F. F., Slater, M., Sun, H., & Strizhakova, Y. (2006). Effects of Alcohol Advertising Exposure on Drinking Among Youth**.** *Archives ofPediatrics & Adolescent Medicine*, 160(1), 18-24.

Soper, D.S. (2023). Fisher's Exact Test Calculator for a 2x2 Contingency Table [Software]. Available from https://www.danielsoper.com/statcalc

Sreedhara, V. S. M., & Mocko, G. (2015). Control of Thermoforming Process Parameters to Increase Quality of Surfaces Using Pin-Based Tooling. *Volume 4: 20th Design for Manufacturing and the Life Cycle Conference; 9th International Conference on Micro- and Nanosystems*.

Statista. (2022, November 2). *Leading social media platforms in Ghana 2021*. Retrieved June 13, 2023, from https://www.statista.com/statistics/1171534/leading-social-media-platforms-ghana/

Stautz, K., & Marteau, T. M. (2016). Viewing alcohol warning advertising reduces urges to drink in young adults: An online experiment. *BMC Public Health*, *16*(1).

Stautz, K., Frings, D., Albery, I. P., Moss, A. C., & Marteau, T. M. (2017). Impact of alcohol-promoting and alcohol-warning advertisements on alcohol consumption,

affect, and implicit cognition in heavy-drinking young adults: A laboratory-based randomized controlled trial. *British Journal of Health Psychology*, *22*(1), 128–150.

Stempel III, G. H. (1955). Increasing reliability in content analysis. *Journalism Quarterly*, *32*(4), 449-455.

Stempel III, G. H., & Westley, B. H. (1981). Book of the Month.

Strate, L. (1992). Beer commercials: A manual on masculinity. In S. Craig (Ed.), Men, masculinity and the media (pp. 78–92). Newbury Park, CA/London/New Delhi: Sage.

Sudman, S. (1983). Applied Sampling. *Handbook of Survey Research*, 145–194.

superjoy. (2019, July 15). *Guinness 1759 celebrates 62 years of Ghana* [Video]. YouTube. Retrieved April 9, 2022, from https://www.youtube.com/watch?v=MmBYBEqupco

Swann, A. (2021, March 5). *The impact of COVID-19 on alcohol-related deaths*. Cansford Laboratories. https://blog.cansfordlabs.co.uk/covid-19-alcohol-related-deaths

Syed, M., & Nelson, S. C. (2015, May 26). Guidelines for Establishing Reliability When Coding Narrative Data. *Emerging Adulthood*, 3(6), 375–387.

Tachi, K., Tetteh, J., Yawson, A. E., Agyei-Nkansah, A., & Archampong, T. (2020). Alcohol consumption and fruits and vegetable intake among older adults in Ghana: a cross-sectional survey based on WHO-SAGE Wave 2 data BMJ Nutrition, Prevention & Health 2020; bmjnph-2020-000102. doi: 10.1136/bmjnph-2020-000102

Taherdoost, H. (2019, March 29). *What is the best response scale for survey and questionnaire design; review of different lengths of rating scale / attitude scale / Likert scale*. SSRN. Retrieved July 27, 2022, from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3588604

Tamba, J. K. (2017). *The Portrayal of Women in Local and Multinational Brands' Advertisements in Ghana: A Comparative Content Analysis*. [Thesis] University of Ghana.

Tampah-Naah, A. M., & Amoah, S. T. (2015). Consumption and drinking frequency of alcoholic beverage among women in Ghana: a cross-sectional study. *BMC Public Health*, *15*(1), 1–10.

Taylor, R. E. (1999). A six-segment message strategy wheel. *Journal of Advertising Research*, *39*(6), 7-7.

Te Whatu Ora resource store | Long-term effects of drinking alcohol A4 poster. (July, 2022). Retrieved April 12, 2023, from https://order.healthpromotion.govt.nz/products/long-term-effects-of-drinking-alcohol-a4-poster

Teng, L., Zhao, G., Wu, Y., Fu, H. & Wang, J. (2019). Positive versus Negative Messaging in Discouraging Drunken Driving. *Journal of Advertising Research* 59(2) 185-195.

Tenny, S., & Hoffman, M. R. (2023). Odds Ratio. *Europe PMC*

The Date. (2021, November 15). *Gulder Advert - The Date* [Video]. YouTube. Retrieved March 6, 2022, from https://www.youtube.com/watch?v=dpfSt8NN-mM

The jamovi project (2023). *jamovi* (Version 2.3) [Computer Software]. Retrieved from https://www.jamovi.org

Torto, R. T. (2019). Persuasion in the English of advertising in the Ghanaian newspapers. *International Journal of Humanities & Social Studies*, *7*(12). https://doi.org/10.24940/theijhss/2019/v7/i12/hs1912-072

Towns, A. J., Parker, C., & Chase, P. (2012). Constructions of masculinity in alcohol advertising: Implications for the prevention of domestic violence. *Addiction Research & Theory*, *20*(5), 389-401.

Traylor, R. (2022, February 1). *The essential guide to bitters: What they are & how to use them*. WebstaurantStore. Retrieved May 24, 2022, from https://www.webstaurantstore.com/ blog/2358/what-are-bitters.html

Trott, V. (2020). ‘Gillette: The best a beta can get’: Networking hegemonic masculinity in the digital sphere. *New Media & Society*, *24*(6), 1417–1434. https://doi.org/10.1177/1461444820978293

Trujillo, N. (1991). Hegemonic Masculinity on the Mound: Media Representations of Nolan Ryan and American Sports Culture. *Critical Studies in Mass Communication*, 8, pp.290-308.

Tsai, W. S., & Lancaster, A. R. (2012). Message Strategies in Direct-to-Consumer Pharmaceutical Advertising: A Content Analysis Using Taylor’s Six-Segment Message Strategy Wheel. *Health Marketing Quarterly*, *29*(3), 239–255.

Tsai, W. S., Shata, A., & Tian, S. (2019). En-Gendering Power and Empowerment in Advertising: A Content analysis. *Journal of Current Issues and Research in Advertising*, *42*(1), 19–33.

Tseole, N. P. (2022). Impacts of Masculinity on Men’s Health in Maseru, Lesotho. In *IntechOpen eBooks*. https://doi.org/10.5772/intechopen.104888

Tsuda, T. G. (2020). What makes hegemonic masculinity so hegemonic? Japanese American men and masculine aspirations. *Identities: Global Studies in Culture and Power*, *29*(5), 671–690.

Uluğ Yurttaş, Z., & Özkoçak, Y. (2020). Creative strategies on Turkish television advertising: an application of Taylor’s six-segment message strategy wheel. *Stratejik ve Sosyal Araştırmalar Dergisi*, *4*(1), 1–16. https://doi.org/10.30692/sisad.66823

Ünlü, D. G. (2017). Men’s evaluation of “Hegemonic Masculinity” Roles in Turkish television advertisements portraying men. *Communication Today, 8*(2), 112–133.

Van Dalen, W. E., & Kuunders, M. M. (2006). Alcohol Marketing and Young People: An Analysis of the Current Debate on Regulation. *Nordic Studies on Alcohol and Drugs*, *23*(6), 415–426.

Van Den Bersselaar, D. (2011). Who belongs to the 'STAR people'? Negotiating beer and gin advertisements in West Africa, 1949-75. *The Journal of African History*, *52*(3), 385–408.

Vaughan, R. (1980). How advertising works: A planning model. *Advertising & Society Review*, *1*(1).

Venger, O., & Wolburg, J. M. (2019). Playing the game (or Not): How Ukraine and the United States navigate the hostile regulatory environment for alcohol advertising. *Journal of Current Issues & Research in Advertising*, *40*(3), 291–314.

Vidmar, C. M. (2023). Undermining the Moral Obligations of Manhood Acts. *Symbolic Interaction*.

Visser, R.O & Smith, J.A (2007). Alcohol consumption and masculine identity among young men, *Psychology & Health*, 22:5, 595-614.

Wæraas, A. (2022). Thematic Analysis: Making Values Emerge from Texts. In *Springer eBooks* (pp. 153–170).

Waliszewski, K. (2022). The impact of the COVID-19 pandemic on the personal finance - a comparative analysis of Poles and Slovaks. *Financial Internet Quarterly*, *18*(3), 80–87.

Walkons, C. (2023, July 11). *The History of Women and Wine Culture | Alcohol Rehab MI*. Sanford Behavioral Health. Retrieved May 24, 2022, from https://sanfordbehavioralhealth.com/2023/03/09/women-alcohol-wine-culture/

Walls, H., Cook, S., Matzopoulos, R., & London, L. (2020). Advancing alcohol research in low-income and middle-income countries: a global alcohol environment framework. *BMJ global health*, *5*(4), e001958.

Wang, L., & Praet, C. L. (2015). Message strategy typologies: A review, integration, and empirical validation in China. *Advances in Advertising Research (Vol. VI) The Digital, the Classic, the Subtle, and the Alternative*, 201-213.

Wells, S., Flynn, A., Tremblay, P. F., Dumas, T., Miller, P., & Graham, K. (2014). Linking masculinity to negative drinking consequences: The mediating roles of heavy episodic drinking and alcohol expectancies. *Journal of studies on alcohol and drugs*, *75*(3), 510-519.

Wenner, L. A., & Jackson, S. (2008). *Sport, beer, and gender: Promotional culture and contemporary social life (popular culture and everyday life)* (First printing ed.). Peter Lang Inc., International Academic Publishers.

Wilcox, G. B., Kang, E. Y., & Chilek, L. A. (2015) Beer, wine, or spirits? Advertising's impact on four decades of category sales, International Journal of Advertising, 34:4, 641-657, DOI: 10.1080/02650487.2015.1019961.

Williams, L. J., & Abdi, H. (2010). Post-hoc comparisons. *Encyclopedia of research design*, 1060-1067.

Wolburg, J. M., & Haley, E. (2024). Communicating with College Student Nondrinkers: Using the Six-Segment Message Strategy Wheel to Create Advertising Messages That Resonate. *Journal of Current Issues & Research in Advertising*, *45*(1), 22-42.

Wolburg, J. M., & Venger, O. (2009). "Regulating Sin" Across Cultures. *Journal of Advertising*, *38*(4), 15–36.

World Bank Country and Lending Groups – World Bank Data Help Desk. (2021). https://datahelpdesk.worldbank.org/knowledgebase/articles/906519-world-bank-country-and-lending-groups

World Health Organization. (2009). *Evidence for the effectiveness and cost-effectiveness of interventions to reduce alcohol-related harm (2009)*. Retrieved March 29, from WHO

Regional Office for Europe. https://www.euro.who.int/en/health-topics/disease-prevention/alcohol-use/publications/2009/evidence-for-the-effectiveness-and-costeffectiveness-of-interventions-to-reduce-alcohol-related-harm-2009

World Health Organization. (2018a). Global status report on alcohol and health 2018. World Health Organization. https://apps.who.int/iris/handle/10665/274603. License: CC BY-NC-SA 3.0 IGO

World Health Organization. (2018b, September 21). *Alcohol*. https://www.who.int/news-room/fact-sheets/detail/alcohol

World Health Organization. (2021). Digital marketing of alcohol: challenges and policy options for better health in the WHO European Region.

World Health Organization. (2022). Reducing the harm from alcohol by regulating cross-border alcohol marketing, advertising and promotion: a technical report.

World Population Review. (2022). "Alcohol Consumption by Country 2020." Worldpopulationreview.com. 2022. Retrieved January 10, 2023, from https://worldpopulationreview.com/country-rankings/alcohol-consumption-by-country.

World Population Review. (2023). *Ghana Population 2020 (Demographics, Maps, Graphs)*. Worldpopulationreview.com. https://worldpopulationreview.com/countries/ghana-population

Worldometer. (2020, July 1). Population of Ghana (2020 and historical). Retrieved March 29, 2021, from Worldometer: https://www.worldometers.info/world-population/ghana-population/

Wu, Y., Zhang, X., & Xiao, Q. (2022). Appeal to the head and heart: The persuasive effects of medical crowdfunding charitable appeals on willingness to donate. *Information Processing & Management*, *59*(1), 102792.

Wyllie, A., Zhang, J. F., & Casswell, S. (1998). Positive responses to televised beer advertisements associated with drinking and problems reported by 18 to 29-year-olds. *Addiction (Abingdon, England)*, *93*(5), 749–760. https://doi.org/10.1046/j.1360-0443.1998.93574911.x

Yamoah, E. (2017, February 4). *2016 Star Beer (Commercial)* [Video]. YouTube. Retrieved June 11, 2023, from https://www.youtube.com/watch?v=LYFu3dXl8bw

Yang, E. C. L., & Schänzel, H. (2023). On the gender imperative in tourism geographies research. *Tourism Geographies*, 1-11.

Yang, W. (2019). How Tobacco and Alcohol Companies Talk to Men Via Ads in GQ Magazine. [Master's Thesis, University of Tennessee]. https://trace.tennessee.edu/utk_gradthes/5472.

Yesutor, C. (2013, September 6). *Guinness Black Stars Press Ads*. Behance.net. Retrieved October 7, 2023, from https://www.behance.net/gallery/10772363/GUINNESS-BLACK-STARS-PRESS-ADS

Young, T. W. (2024, March 24). *Beer | Definition, History, Types, brewing process, & Facts*. Encyclopedia Britannica. https://www.britannica.com/topic/beer

Zach, B. (2022, May 10). *Cohen's Kappa statistic: Definition & example*. Statology. Retrieved October 24, 2023, from https://www.statology.org/cohens-kappa-statistic/

Zealand, A. A. C. O. N., Alcohol Advisory Council of New Zealand, & Alcohol Advisory Council of New Zealand Staff. (2012). *Alcohol*. Alcohol Advisory Council of New Zealand.

Zengin, A. M., & Zengin, G. (2020). An application of the six-segment message strategy wheel to brand posts on Instagram. *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, *8*(2), 785-804.

APPENDIX 1

GUIDE TO CODING SHEET

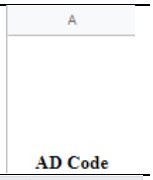
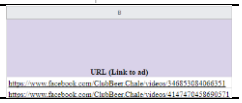
Thesis Topic: Alcohol Advertising: Unveiling the Associations between Advertising Message Strategies, Types of Alcoholic Beverages, and Hegemonic Masculinity Traits.

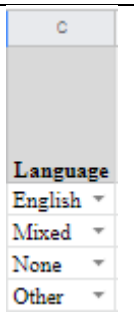
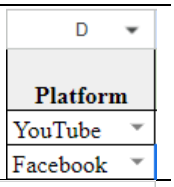
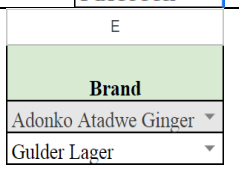
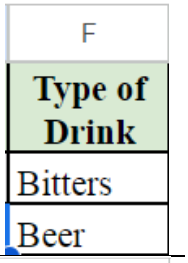
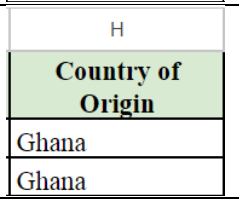
This is a guide to the coding sheet. First, Table 1 provides definitions of the headings which you will find under each column of the coding sheet provided for this study. Second, Table II lists all the beer and bitters companies and brands used for the study. This will serve as a guide for identifying and reconciling your choices of products, brands, and manufacturers on the coding sheet. Third, Table III operationalises the nine hegemonic masculine traits (HMTs) used for this study).

Click the URL (Link to ad) in Column B to watch the ads. **Please watch the advertisement more than once before you analyse it**. Analyse the visual, audio, and textual components of each ad:

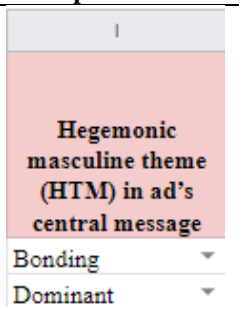
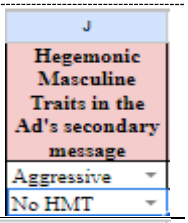
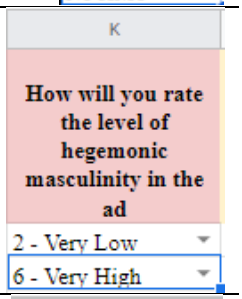
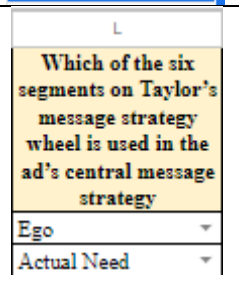
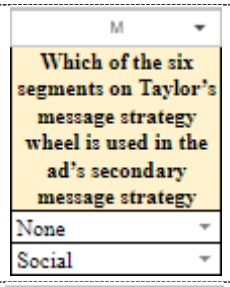
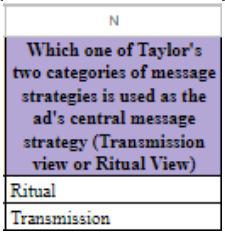
- Visual: refers to images (illustrations, models, products, etc.) seen in an ad.
- Audio: refers to the verbal message (spoken word or music) used in an ad. Example: "Gulder…For the ultimate man"
- Text: refers to printed text (copy) used in an ad. Example: His Woman…His Beer

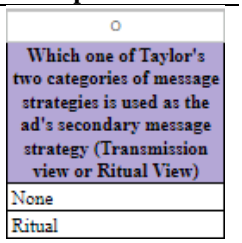
Table I. *Coder's sheet: Definitions of headings*

Column	Heading	Definition	Example
A	AD code	Represents unique codes for each ad from AD1 to AD214. **You do not need to do anything under this column**.	
B	URL (Link to ad)	These are the links to the video ads on the internet. **Click on a link to open an ad**. **Watch the ads, as many times as possible, before you proceed, or while you** code them.	

Column	Heading	Definition	Example
C	Language	What is the major language used in the advert? **'English':** if the ad's spoken language is English. **'Mixed':** if the ad's spoken language is a blend of English and any other language. **'Other':** any other language apart from spoken English. **'None':** if there is no spoken language. NOTE: if the ad does not use a spoken language but has a musical background identify the language(s) used in the song and treat it as spoken language.	
D	Platform	Is the ad from YouTube' or Facebook'?	
E	Brand	**What is the name of the brand of the alcoholic beverage being promoted?** Most ads would indicate the alcoholic beverage being marketed if you are not sure see Table 1 for a list of all the brands used in this study. Columns E, F, G and H are linked. Once you indicate the brand's name in Column E responses for Columns F, G and H will be automatically generated.	
F	Type of drink	**Is it a BEER or BITTERS advert?** Most ads clearly state if the product is beer or bitters? The following are the beer brands used for this study: 'Club Premium Lager', 'Club Shandy', 'Stone Strong Lager', 'Django Brothers Craft Beer', 'Guinness Foreign Extra-Stout', 'Gulder Lager', 'Orijin', and 'Star Lager'. All other brands are bitters (see Appendix 3 for a full list of the companies and brands used in the study).	
G	Company	**What is the name of the company which manufactures the drink?** Some ads mention the name of the manufacturer in the commercial. Others display the manufacturer's name on the product (see Appendix 3).	
H	Country of origin	**What is the country of origin?** Alcoholic beverages manufactured in Ghana by Ghanaian companies will be coded as **'Ghana'**. If it is manufactured in Ghana by a foreign company, it will be coded as **'Other'**.	

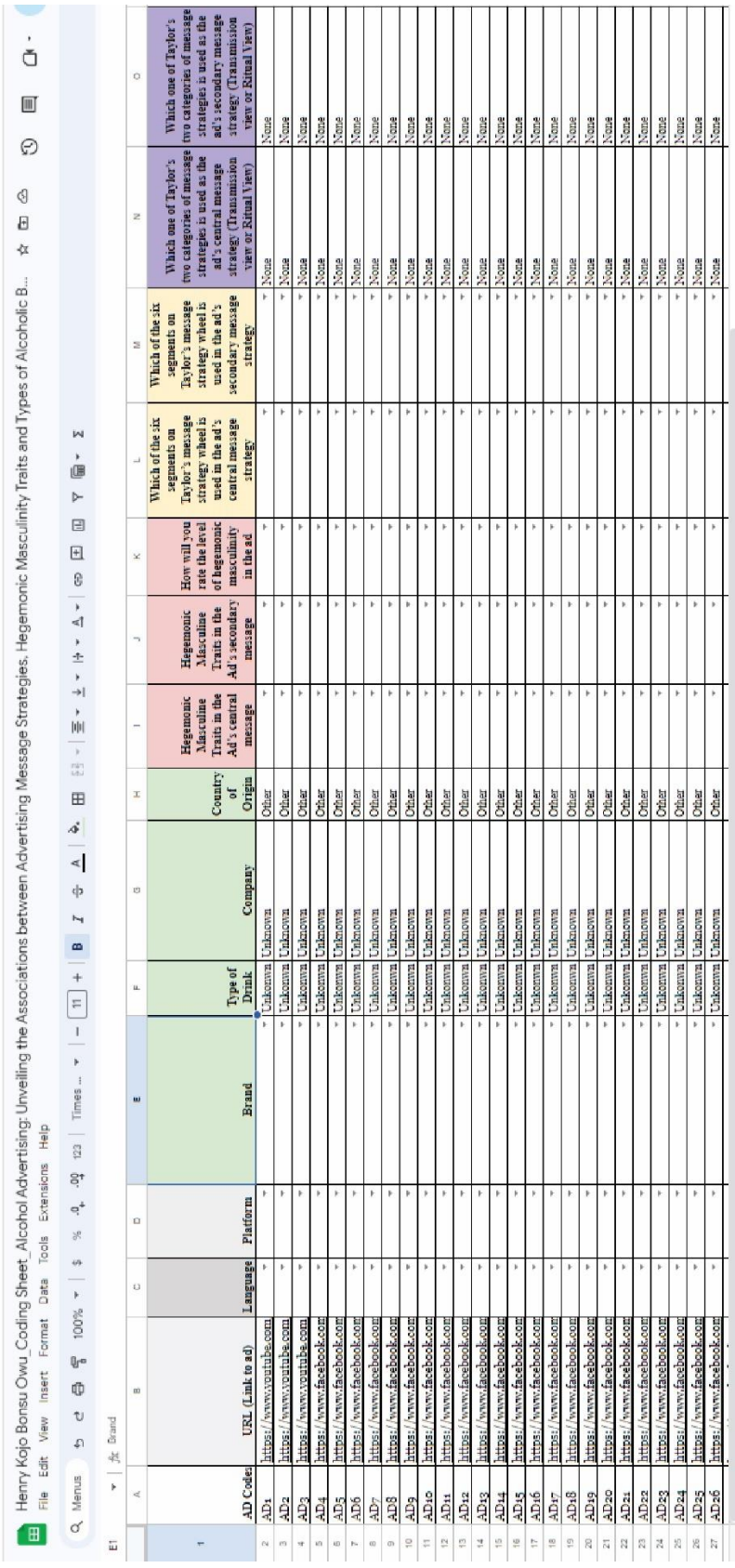
E	F	G	H
Brand	Type of Drink	Company	Country of Origin
Adonko Atadwe Ginger	Bitters	Adonko Bitters Ltd	Ghana
Gulder Lager	Beer	Guinness Ghana Breweries	Other

Column	Heading	Definition	Example
I	Hegemonic masculine traits (HMTs) in ad's central message (CM)	**Hegemonic masculinity:** Refers to socially constructed ideal ways of how men are supposed to behave and dominate over women and other men. For this study, hegemonic masculinity is classified under nine traits: *Aggressive; Bonding; Dominant; Heavy drinker; Physical fitness; Responsible; Sexuality; Successful; Weak* (see Appendix 3). Select one of the nine HMTs that best addresses the advert's central message (CM). If you **don't find any HMT** in the ad's CM, code it as **No HMT.**	
J	Hegemonic masculine traits (HTMs) in ad's secondary message (SM)	Select one of the nine HMTs *Aggressive; Bonding; Dominant; Heavy drinker; Physical fitness; Responsible; Sexuality; Successful; Weak* (see Appendix 3) that best addresses the ad's secondary message. If you don't find any hegemonic masculine trait in the ad's secondary message, code it as **No HMT**.	
K	How will you rate the level of hegemonic masculinity in the ad	Rate the level of hegemonic masculinity in the ad's message From: 1 - None 2 - Very low 3 - Low 4 - Moderate 5 - High 6 - Very High 7 - Extremely High	
L	Which of the six segments on Taylor's message strategy wheel is used in the ad's central message strategy	The study adopts Taylor's six message strategies - 'Ration, 'Acute Need', 'Routine', 'Ego, 'Social, and 'Sensory' - (see Appendix 4). This column seeks to identify which of the six is used in the ads central message strategy used in the ad: - For example, if the ad's CM appeals to the consumer's ego, code 'Ego' as the main strategy. - If the CM does not clearly identify with any strategy, code it as 'None'.	
M	Which of the six segments on Taylor's message strategy wheel is used in the ad's secondary message strategy	This column seeks to identify if the ad has a secondary message that uses a strategy different from that of the central message strategy, code it as a secondary strategy However, if it is not clear, code it as 'None'.	
N	Which one of Taylor's two categories of message strategies is used as the ad's central message strategy (Transmission view or Ritual View)	Taylor's wheel groups the six segments under two message strategies: **Ritual view** (*Ego; Social; Sensory*) and **Transmission view** (*Ration; Acute Need; Routine*) (see Appendix 4). - **Your response in Column L will automatically code the strategy as Ritual or Transmission in Column N**. For example, if you code *ration, acute need,* or *routine,* the automatic code will be Transmission. - On the other hand, if it is 'Ego', 'Social', or 'Sensory' the automatic code will be 'Ritual'. - If no strategy is used, then the code for Column O will automatically be 'None'.	

Column	Heading	Definition	Example
O	Which one of Taylor's two categories of message strategies is used as the ad's secondary message strategy (Transmission view or Ritual View)	Taylor's wheel groups the six segments under two message strategies: **Ritual view** (*Ego; Social; Sensory*) and **Transmission view** (*Ration; Acute Need; Routine*) (see Appendix 4). - **Your response in Column M will automatically code the strategy as Ritual or Transmission in Column O**. For example, if you code *ration*, *acute need*, or *routine*, the automatic code will be Transmission. - On the other hand, if it is 'Ego', 'Social', or 'Sensory' the automatic code will be 'Ritual'. If no strategy is used, then the code for Column O will automatically be 'None'.	

APPENDIX 2

CODING SHEET



AD Codes	URL (Link to ad)	Language	Platform	Brand	Type of Drink	Company	Country of Origin	Hegemonic Masculine Traits in the Ad's central message	Hegemonic Masculine Traits in the Ad's secondary message	How will you rate the level of hegemonic masculinity in the ad	Which of the six segments on Taylor's message strategy wheel is used in the ad's central message strategy	Which of the six segments on Taylor's message strategy wheel is used in the ad's secondary message strategy	Which one of Taylor's two categories of message strategies is used as the ad's central message strategy (Transmission view or Ritual View)	Which one of Taylor's two categories of message strategies is used as the ad's secondary message strategy (Transmission view or Ritual View)
AD1	https://www.youtube.com				Unkonwn	Unknown	Other						None	None
AD2	https://www.youtube.com				Unkonwn	Unknown	Other						None	None
AD3	https://www.youtube.com				Unkonwn	Unknown	Other						None	None
AD4	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD5	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD6	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD7	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD8	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD9	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD10	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD11	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD12	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD13	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD14	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD15	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD16	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD17	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD18	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD19	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD20	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD21	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD22	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD23	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD24	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD25	https://www.facebook.com				Unkonwn	Unknown	Other						None	None
AD26	https://www.facebook.com				Unkonwn	Unknown	Other						None	None

https://docs.google.com/spreadsheets/d/142pHimMjy2e6_3akUpLiqXgBKGBoF01cWQe3UIvCVXA/edit#gid=705632544

Figure I. *Link to the coding sheet*

APPENDIX 3

LIST OF ALCOHOL BRANDS MANUFACTURED IN GHANA

Table II. *List of beer and bitters companies and brands used for the study*

	Company	Country of Origin	Brand	Type of Drink
1.	4Sale Gh Ltd.	Ghana	Shatta bitters	Bitters
2.	Accra Brewery (AB InBev)	Ghana	**Club Premium Lager; Club Shandy; Stone Strong Lager**	**Beer**
3.	Adonko Bitters Ltd.	Ghana	Adonko Atadwe Ginger; Adonko Bitters	Bitters
4.	Agya Appiah Bitters Ltd.	Ghana	Agya Appiah Bitters; Sɛe Hɔ Bitters	Bitters
5.	Ahomka Beverages Ltd.	Ghana	Biegya Bitters	Bitters
6.	Baron Distilleries Ltd.	Ghana	Cargo Gin Bitters; Pusher Gin Bitters;	Bitters
7.	Bebeto Industries	Ghana	Atinka Coffee Gin	Bitters
8.	Boafuo Trading Co. Ltd.	Ghana	Boafuo Bitters	Bitters
9.	Charger Ltd.	Ghana	Happy Man Bitters; Onaapo Atadwe Ginger	Bitters
10.	Django Brothers	Other	**Django Brothers Craft Beer**	**Beer**
11.	GIHOC Distilleries Co. Ltd.	Ghana	Herb Afrik Gin Bitters, Mandingo	Bitters
12.	Guinness Ghana Breweries Ltd. Guinness Ghana Breweries Ltd.	Other Other	**Guinness Foreign Extra-Stout; Gulder Lager; Orijin; Star Lager.** Orijin Bitters	**Beer** Bitters
13.	Jenaaco Ventures	Ghana	Otafrigya Bitters	Bitters
14.	Joy Industries Ltd.	Ghana	Joy Dadi Bitters; Joy Sokoo Bitters; Joy Twedee Ginger Bitters; Joy Wobeti Atadwe Ginger	Bitters
15.	Kasapreko Co Ltd.	Ghana	Air Force Bitters; Alomo Bitters; Kalahari Bitters; Ogidigidi Bitters; Opeimu; Soloku Bitters	Bitters
16.	Kenoga Ltd	Ghana	Atene Bitters	Bitters
17.	Kingdom Herbal Ltd.	Ghana	Kakai Bitters, Pashew, Don Papapa	Bitters
18.	Kwayisi Ayisi Herbal Christian Centre	Ghana	Agya Nie Bitters	Bitters
19.	Level Brewing Co. Ltd	Ghana	Enkasa Bitters	Bitters
20.	Liberty Industries Ventures Ltd.	Ghana	Kpokɛkɛ Bitters	Bitters
21.	Nana Takyi Bitters	Ghana	Nana Takyi Bitters	Bitters
22.	Obibini Blackman Co. Ltd	Ghana	Atuu Bitters; Kpalogo bitters; Manstrong Bitters; Burukutu Barima Nsuo; Buga Gin Bitters	Bitters
23.	Osomafo Solo Enterprise	Ghana	Boborebo Ginger Bitters	Bitters
24.	Ruler Distilleries & Trading Co. Ltd.	Ghana	Odeneho Bitters	Bitters
25.	Silver Springs Industries Ltd.	Ghana	Ogyam Bitters	Bitters
26.	Victoria Distilleries Ltd. Ghana	Ghana	Bɔbɔɔbɔ Bitters	Bitters
27.	West Coast Beverages Ltd.	Ghana	Odenden Bitters	Bitters

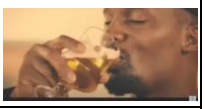
APPENDIX 4

Table III. *Operationalization of the nine hegemonic masculine traits (HMT)*

Traits	Definition	Example
Aggressive	Alcohol ads in which men are portrayed as **competitive** while watching or playing contact sports, or as ambitious, combative, smart or violent. Example: https://www.youtube.com/watch?v=1jmqeLNCDJc - Voice: "Give a man half a chance and he will take it… There is a drop of greatness in every man" - Printed text: Guinness. Reach for Greatness	
Bonding	Two or more men happily **drinking together** at home, pub etc. Example: https://www.youtube.com/watch?v=LllR6DVAzG4 - Voice: "Alomo bitters…made of friendship, A strong bond between former strangers now committed to each other…" - Printed text: None	
Dominant	Men are shown to have **control over others** (women or other men), be assertive, self-confident, positive, brave, decisive, authoritative, or commanding. Example: https://www.youtube.com/watch?v=dpfSt8NN-mM - Voice: "For the ultimate man, from the ultimate ingredient, by the ultimate brew masters, comes the ultimate beer" - Printed text: His Woman…His Beer	
Heavy drinker	A setting where many drinks are served, **excessive alcohol** is poured, or one or more males are consuming five or more drinks in one scene. Example: https://www.youtube.com/watch?v=awHFo5Elp8s - Voice: "Whatever you are drinking, whenever you are mixing, mix it up with Kalahari bitters" - Printed text: Mix it up	
Physical fitness	**Strong** and athletic **men** or men who do manual labour. Example: https://www.youtube.com/watch?v=Lr7zPu2o2l0 - Voice: None - Printed text: None	
Responsible	A **family-oriented** man or a man who provides for the needy. Example: https://www.youtube.com/watch?v=Uh4EFDKrAqs - Voice: "What makes you a man….is it how responsible you are, how family oriented and dedicated you are?" - Text: None	
Sexuality	Heterosexual men who flirt with women. A **handsome man** adored by women. Example: https://www.youtube.com/watch?v=2uvwioyU0iU&t=48s - Voice: None - Text: Keep rising	
Successful	Modern, **sophisticated men** who are well-to-do and well-groomed. Example: https://www.youtube.com/watch?v=Mgfr3npFZIk - Voice: "…..and if you are like me who doesn't drink just anything…" - Text: None	
Weak	Men who display **emotions** such as sobbing, fear and insecurity. Physically weak men who are controlled by women or other men. Men who are seen to be sexually weak, men who need alcohol as an **aphrodisiac** or appetizer. Example: https://www.youtube.com/watch?v=acIas5KK-Sg&ab_channel=AlafiaTv - Voice: Man 1: I have won. Man 2: This all that you know; yet you cannot win in bed. Go and get *Joy Dabi* [Bitters] and can perform as a man.	

APPENDIX 5

Table IV: *Operationalization of Taylor's Six-Segment Message Strategy Wheel*

Strategy	Segment	What to look for in ads central or secondary message	Example
Transmission View: Ads that appeal to the audience's cognition or logic.	1. Ration	i. Does the ad inform and persuade based on logic? ii. Does it project a unique feature of the product? Example: https://www.facebook.com/watch/?v=1394646080628422 Voice: Twenty years of manufacturing experience… a blend of quality Ghanaian and Chinese herbs (Ad is in Twi, local language). Text: None	
	2. Acute Need	i. Does the ad message address the immediate needs of customers who want information yet have limited time? ii. Does the ad message encourage brand familiarity and trust? iii. Does the ad encourage impulse buying? Example: https://www.youtube.com/watch?v=hdmMoAmlGAg Text: Intense. Attitude. Swag. Flair. Soul. Voice: "Stylish new look. Same great taste"	
	3. Routine	i. Does the ad make an exaggerated statement (hyperbole) in promoting the brand? ii. Does the ad highlight the product's place in a consumer's everyday life? iii. Does the ad appeal to convenience, ease of use, and product efficacy? Example: https://www.youtube.com/watch?v=1M3SMpU_VEI Text: None Voice: "…at the end of the day friendly lights guide him home and so we gather at the bar…"	
Ritual View: ads that appeal to the audience's emotions or senses.	4. Ego	i.Does the ad appeal to the consumer's ego. ii.Does the ad appeal to the consumer's notion of who he is or aspires to be? iii.Does the product message project the attainment of self-esteem or self-respect through possession or consumption of the product? Example: https://www.youtube.com/watch?v=KcLGZdowenQ Text: Own your journey Voice: "…whatever they say always remember that it's your journey, own it, enjoy it"	
	5. Social	i. Does the ad promote social acceptance based on ownership or use of the product? Example: https://www.youtube.com/watch?v=3E8Fbdyx5Hs&t=2s Voice: None Text: Star Connects	
	6. Sensory	i. Does the ad appeal to the consumer's sense of hearing, taste, touch; sight; or smell? Example: https://www.facebook.com/ClubBeer.Chale/videos/750473032758447 Text: Taste no yƐ deep! [The taste is deep] Voice: "There is no way to describe the rich silky flow of liquid in each bottle..[cos] chale [friend] taste no yƐ [the taste is] deep"	