



Political Advertising and Gender Representation: Investigating Male Dominance in Ghana's 2024 Presidential and Parliamentary Campaigns

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Recommended Citation: Akanyako, J., & Akapule, S. A. (2025). Political advertising and gender representation: Investigating male dominance in Ghana's 2024 presidential and parliamentary campaigns. *African Quarterly Social Science Review*, 2(2), 1–9. <https://doi.org/10.51867/AQSSR.2.2.1>

ABSTRACT

This study critically investigates gender representation in political advertising during Ghana's 2024 presidential and parliamentary elections, with a specific focus on the two dominant political parties: the New Patriotic Party (NPP) and the National Democratic Congress (NDC). Gender Representation Theory guided this study. The target population for this study includes political advertisements from these two parties, as well as a diverse group of voters across the 16 regions of Ghana. The research employs a qualitative methodology involving content analysis, semi-structured interviews, and observational techniques. Campaign materials such as posters, billboards, and campaign vehicles (pick-ups) from the NPP and NDC are analyzed to assess the gender dynamics in candidate representation. The analysis reveals a significant male predominance in the visual portrayal of candidates, with male candidates being more prominently featured than female candidates. This trend has profound implications for public perceptions of leadership, reinforcing traditional gender roles in the political arena. Furthermore, semi-structured interviews with voters across various demographic categories provide insights into how these gendered portrayals influence voter attitudes and perceptions of political equity. The findings highlight the pervasive challenges faced by women in Ghana's political landscape, including the underrepresentation and marginalization of female candidates in political ads. The study concludes that political advertising plays a crucial role in perpetuating gender disparities in political leadership. It recommends that political parties in Ghana take proactive steps to ensure more equitable representation of women in campaign materials, thereby promoting gender inclusivity in the political sphere. Anchored in gender representation theory, this research contributes to the broader discourse on gender equality in political participation, offering a critical lens through which to understand the intersection of media, politics, and gender in contemporary elections in Ghana.

Keywords: Elections, Gender Representation, Gender Equality, Ghana, Male Dominance, Political Advertising, Voter Perceptions

I. INTRODUCTION

Despite advancements in gender equality, the underrepresentation of women in political spheres remains a pressing issue globally (Krook & Norris, 2014). The United Nations (2023) highlights that women continue to face barriers to political participation, with only 26% of parliamentary seats held by women worldwide (United Nations, 2023). This disparity reflects broader societal norms and expectations that often prioritize male leadership (Lyness & Grotto, 2018). Ghana, with its commitment to democratic principles, presents a critical case for analyzing these dynamics and their implications for gender equity in political representation (Bawa & Sanyare, 2013).

The political landscape of Ghana is characterized by a vibrant democratic tradition (United States Institute of Peace, 2023). This was particularly evident in the just-ended presidential and parliamentary elections on December 7, 2024, which were very critical not only for the nation's governance but also for the representation of diverse voices in political discourse (Nkrumah, 2023). As the campaign heated up during Ghana's election, political advertising became an increasingly significant tool in shaping public perceptions and influencing voter behavior (Adutwum, 2022). However, preliminary observations indicated a gender disparity, with male candidates dominating campaign materials, such as political advertisements on posters, pick-up vehicles, and billboards.



Gender representation in political advertising is crucial because it reflects societal attitudes toward leadership and authority (Katz, 2009). Research suggests that media portrayals can reinforce traditional gender roles, marginalizing female candidates and perpetuating stereotypes (Okpokwasili & Ekemezie, 2023). These disparities extend beyond individual candidates; they affect the broader discourse on gender equality in politics and influence public perceptions of women in leadership roles (Paxton, et al., 2020).

The issue of gender representation is not just about equality but also about electoral success (Norris & Inglehart, 2001). Studies show that voters are often influenced by the visibility and portrayal of candidates in political ads (Åkestam et al., 2017). In environments where male candidates dominate the media landscape, female candidates may struggle to gain recognition and support, ultimately impacting their chances of electoral success (Binns et al., 2021). Ghana, with its unique cultural and historical context, necessitates a closer examination of how gender representation in political advertising affects voter perceptions and electoral outcomes.

In Ghana, women hold only 13.8% of parliamentary seats as of the 2020 elections (Ghana's National Commission for Civic Education, 2023), and despite global discourse on gender equality, women remain underrepresented in political spheres. The cultural norms and societal expectations that prioritize male leadership in the country make it crucial to analyze how gender representation in political advertising shapes voter perceptions and behaviors, potentially influencing electoral outcomes (Schneider & Bos, 2019).

While literature examines gender disparities in political advertising globally, particularly in Africa, there is an empirical research gap in addressing the 2024 elections in Ghana (Tambe & Jormfeldt, 2024). Most studies have focused on historical data or broader regional analyses, neglecting the current electoral dynamics in Ghana. This study aims to fill this gap by providing a contemporary analysis of gender representation in political ads during the 2024 Ghanaian elections. It seeks to understand how gendered portrayals in campaign materials shape voter behavior and perceptions, particularly regarding the electoral success of female candidates.

Through the investigation of political advertisements produced by the two dominant political parties in Ghana (the NDC and the NPP), this research aims to uncover the patterns of gender representation in these materials and their implications for electoral outcomes. This inquiry is timely as it not only addresses the current electoral landscape but also contributes to the ongoing global discourse of gender and politics. In systematically analyzing political advertisements, this study will provide valuable insights for policymakers and political parties, helping them understand the importance of equitable representation in shaping campaign strategies and fostering a more inclusive political environment that reflects the diverse voices of the populace.

1.1 Statement of the Problem

The male candidate's dominant nature in political advertising during Ghana's 2024 elections raises serious concerns about gender disparities in political representation. Despite the global discourse on gender equality in politics, the overwhelming representation of male candidates in campaign materials reflects broader societal attitudes that marginalize women in leadership roles (Levy, 2024). The absence of women in prominent political ads reinforces gender stereotypes, reduces their visibility, and limits their chances of electoral success. Political advertising, as a powerful tool in shaping voter perceptions, contributes to the underrepresentation of women by reinforcing traditional gender roles, ultimately hindering their success in the electoral process (Winfrey & Schnoebelen, 2019).

This research seeks to address this gap by investigating how gender representation in political advertising influences voter behavior and perceptions during the 2024 Ghanaian elections. In focusing specifically on the current electoral context in Ghana, this study will analyze how gendered portrayals in political ads shape voter attitudes and electoral outcomes, particularly in affecting the success of female candidates in a male-dominated media landscape.

1.2 Research Questions

- i. What is the extent of male dominance in political advertisements (posters, billboards, etc.) during the 2024 Presidential and Parliamentary campaigns in Ghana?
- ii. How do political advertisements by the NDC and NPP portray male and female candidates in the 2024 elections?
- iii. What are the underlying reasons for the underrepresentation of female candidates in political advertisements by the NDC and NPP during the 2024 elections?



II. LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Gender Representation Theory

The study "Political Advertising and Gender Representation: Investigating Male Dominance in Ghana's 2024 Presidential and Parliamentary Campaigns" is grounded in Gender Representation Theory, which asserts that media portrayals have a profound influence on public perceptions of gender roles and political leadership (MacKenzie, & Gunaydin, 2022). This theoretical framework underscores the importance of understanding how gender is constructed and depicted in political contexts, particularly through advertising. In Ghana, where political advertising plays a critical role in shaping voter perceptions and attitudes, the representation of gender can either reinforce or challenge existing societal norms. By examining how male dominance is portrayed in these campaigns, the study aims to illuminate the specific narratives and images that emerge and their potential consequences for public discourse surrounding women's political participation.

Through the lens of gender representation theory, the research will analyze various forms of political advertising, focusing on the differences in how male and female candidates are presented to the electorate.

2.2 Empirical Review

2.2.1 Global Perspectives on Gender Representation in Political Advertising

Globally, the representation of women in political advertising remains uneven, with men often getting more visibility and prominence. A study by Jackson et al (2014) emphasizes that political ads frequently reflect societal biases that favour male candidates, which can lead to skewed voter perceptions. This trend is evident in various democratic contexts, where female candidates are often portrayed in stereotypical roles, undermining their qualifications and leadership abilities. The impact of such portrayals is significant, as media representation plays a crucial role in shaping public attitudes toward gender roles in politics.

Moreover, the prevalence of male-dominated political advertising can have tangible effects on electoral outcomes. According to a recent analysis by Goswami et al. (2023), the visibility of female candidates in campaign materials is directly correlated with their electoral success. When women are underrepresented in political ads, it can lead to a perception that they are less viable candidates, thereby discouraging voter support (Burrell, 2014). This creates a cycle of exclusion that perpetuates gender imbalances in political representation, highlighting the need for more equitable media portrayals.

The global discourse surrounding gender representation in political advertising is evolving, with increasing calls for greater equity. Organizations such as the International Institute for Democracy and Electoral Assistance (2023) advocate for strategies to enhance women's visibility in political campaigns. As countries around the world strive for more inclusive governance, understanding the dynamics of gender representation in political advertising becomes critical for fostering a more balanced democratic process.

2.2.2 African Context of Gender Representation in Politics

In Africa, gender representation in politics is influenced by a complex interplay of cultural, social, and economic factors. Despite significant advancements, women remain significantly underrepresented in political positions across the continent. According to the African Union (2023), the average representation of women in national parliaments in Africa stands at only 24%, underscoring the challenges faced by female politicians. Political advertising often reflects these disparities, with male candidates dominating the media narrative.

Several studies indicate that cultural norms play a pivotal role in shaping perceptions of female leadership in Africa. Gender stereotypes, which often view women as less capable leaders, are prevalent in political discourse and advertising (United Nations Children's Fund [UNICEF] & United Nation [UN] Women, 2023). This cultural bias can manifest in campaign materials, where women may be depicted in traditional roles that reinforce existing stereotypes, thereby limiting their political agency. Such portrayals not only affect voter perceptions but also influence women's aspirations to enter politics.

In response to these challenges, various initiatives have emerged across the continent to promote gender equity in political representation. Aziz (2021) advocates for increased visibility and support for women in politics, recognizing the need for strategic interventions to counter gender bias in political advertising. Understanding these dynamics within the African context is essential for addressing the barriers that hinder women's political participation and ensuring that future campaigns are more inclusive.



2.2.3 Gender Representation in Ghana

In Ghana, the issue of gender representation in political advertising is particularly salient given the country's commitment to democratic ideals and gender equality. Despite the constitutional provisions aimed at promoting women's participation in politics, female representation remains disproportionately low. As of 2024, women hold only about 13% of parliamentary seats in Ghana (Ghana Statistical Service, 2024), highlighting the persistent gender gap in political leadership.

Political advertising in Ghana often mirrors the broader societal attitudes toward gender roles. Research by Makila et al. (2023) indicates that women candidates frequently face barriers in gaining visibility within campaign materials. This lack of representation can adversely affect public perceptions, leading to a cycle where women are perceived as less viable candidates. The portrayal of male candidates as dominant figures in political ads perpetuates stereotypes that undermine women's aspirations for leadership positions.

Moreover, the media landscape in Ghana plays a critical role in shaping gender representation. A study by Afriyie and Mensah (2024) emphasizes that the majority of political ads produced by major parties prominently feature male candidates, while female candidates are often relegated to secondary roles or omitted altogether. This disparity underscores the need for a focused examination of the 2024 election campaigns to understand the implications of gender representation on electoral outcomes.

III. METHODOLOGY

3.1 Research Design and Approach

This study employed a qualitative research design to explore gender representation in political advertising during the 2024 presidential and parliamentary elections in Ghana. A qualitative approach was suitable for this inquiry as it allowed for a deep exploration of the nuanced ways in which gender is portrayed in political campaigns and how these portrayals affect voter perceptions (Creswell & Poth, 2022). The design included qualitative content analysis of political advertisements alongside semi-structured interviews with voters, facilitating a comprehensive understanding of the subject matter. It also includes observational methods.

3.2 Target Population

The target population for this study was made up of voters across the 276 constituencies in Ghana who were exposed to political advertisements during the 2024 presidential and parliamentary campaigns. Specifically, the study targets individuals from diverse age groups, genders, and socioeconomic backgrounds, ensuring a broader representation of perspectives. According to Creswell and Poth (2022), a diverse target population allows for the collection of comprehensive and varied data, which is very critical for understanding the nuances of political communication. The study covers all 16 regions of Ghana, including urban, peri-urban, and rural areas, to capture potential regional variations in political advertising exposure and perceptions of gender representation. Also, this research specifically focuses on campaign materials from the two dominant political parties: the New Patriotic Party (NPP) and the National Democratic Congress (NDC), which hold significant influence over the political landscape in Ghana. The study also concentrates on political advertisements such as posters, billboards, and pick-up vehicles, ensuring that participants' insights are grounded in real-world exposure to these advertisements during the election period (Liu & Chen, 2023).

3.3 Sample Size and Sampling Methods

3.3.1 Sample Size

For this qualitative research, the sample size was guided by the principle of data saturation, which is commonly employed in qualitative studies to determine when enough data has been gathered (Creswell & Poth, 2022). In total, 30-40 voters were selected for semi-structured interviews. This sample size was considered appropriate to ensure the richness and depth of the data while also allowing for data saturation, meaning that no new themes or insights emerged as additional interviews were conducted. The study also, in terms of content analysis, included a representative sample of campaign materials from the NPP and NDC across the 16 regions. Materials analyzed included posters, billboards, and pick-up vehicles. The researchers selected these advertisements based on visibility and frequency to ensure that the sample accurately represented materials commonly encountered in both urban and rural constituencies during the election period (Liu & Chen, 2023).

3.3.2 Sampling Methods

Purposive sampling was deployed to select participants who could provide relevant and detailed insights on the representation of gender in political advertisements. This method was appropriate because it is deployed in



instances where the researcher seeks participants with specific characteristics (Braun & Clarke, 2021). Participants were selected based on the following criteria: age, gender, and socio-cultural background. To capture the perspectives of different voter generations, participants from various age groups were included. Both male and female voters were purposefully selected to understand the gender-based differences in the perception of political advertisements. A diverse range of participants was selected to capture how socioeconomic status might influence interpretations of gender representation in political campaigns.

With regard to the content analysis sample, political advertisements from both the NPP and NDC were included, drawn from all 275 constituencies. The materials selected for analysis were based on their visibility and frequency across urban and rural areas. This ensured that the study considered how gender is represented in the political ads encountered by voters in various contexts (Liu & Chen, 2023).

Concerning observational methods, the approach involved systematically taking pictorials of political advertisements of male and female parliamentary and presidential candidates across the 16 regions in Ghana. These observations were made with careful attention to the political activity in each region and the frequency of political advertisements in public spaces. This method, as recommended by Guest et al. (2020), helped ensure that the data gathered represented a broad geographical range and provided insights into how the campaigns were visible across different contexts.

3.4 Data Collection Methods

Data collection for this study focused on the two dominant political parties in Ghana: the New Patriotic Party (NPP) and the National Democratic Congress (NDC). The research employed three main methods: content analysis of political advertisements, and observational and semi-structured interviews. The content analysis concentrated on campaign materials, including posters, pick-up vehicles, and billboards from both the NPP and NDC across all sixteen regions of Ghana. This approach allowed for a comprehensive examination of how each party represents gender in their political advertising and aligns with methods used in previous studies of political communication (Liu & Chen, 2023). By analyzing materials from both parties, the study identified patterns of gender representation and potential biases in advertising strategies.

The researchers deployed observational methods, observing posters, billboards, and pick-up vehicles of political candidates of the NDC and NPP in the 276 constituencies in the country. The semi-structured interviews, using purposive sampling targeted a diverse group of voters across the 16 Regions of Ghana, including individuals from different age groups, genders, and socioeconomic backgrounds. This diversity was essential as it captured a broad spectrum of insights regarding gender representation in political advertisements. Participants were encouraged to share their experiences and perceptions of the political ads they have encountered, particularly concerning how gender roles are depicted. This method not only allows participants to express their views freely but also provides the researcher with guided questions to ensure relevant themes are explored. By integrating both qualitative and quantitative data, the study aimed to present a nuanced understanding of the impact of gender representation in political advertising on voter perceptions and electoral outcomes in Ghana.

3.5 Data Analysis

The qualitative data gathered was analyzed using thematic analysis, which involved coding the data to identify patterns and themes related to gender representation (Braun & Clarke, 2021). This method allowed for a detailed examination of the content of political advertisements and the narratives shared by interview participants. Through thematic analysis, the study aimed to uncover how gender representation is constructed in campaign materials and how these constructions influence voter perceptions and attitudes toward candidates (Guest et al, 2020).

IV. FINDINGS & DISCUSSION

4.1 Findings

The analysis of political advertisements in Ghana's 2024 Presidential and Parliamentary campaigns revealed some significant trends, particularly in terms of gender representation. The results provide a detailed look at how political parties, particularly the NPP and NDC, portrayed gender in their campaign materials, including posters, billboards, and pick-up vehicles. The results are highlighted below.

In the case of a semi-structured interview, using purposive sampling, almost all the participants interviewed who were voters across the 16 regions of the country were of the view that the marginalization of female candidates of political parties in political ads affects their visibility during campaign periods, hence hindering their chances of winning election. *"...the marginalization of female candidates of political parties in political ads affect their visibility*



during campaign periods..." The visibility of female candidates in campaign materials is directly correlated with their electoral success.

Additionally, the result revealed that in all the 276 constituencies across Ghana, posters and billboards of political candidates of both NDC and NPP were predominantly males. This result resonates with previous literature which states that representation of women in political advertising remains uneven, with men often receiving more visibility and prominence (Levy, 2024) than women candidates.

The result further revealed that in all the 275 constituencies in the country, both the NDC and NPP pick-up vehicles, predominantly display images of male presidential and parliamentary candidates excluding female presidential and parliamentary candidates. This aligns with literature that seems to suggest that political campaigns are not only reinforcing traditional gender norms and gender roles but also actively sidelining female candidates, leading to the perpetuation of stereotypes (Aziz, 2021).

Aside from the above, in analyzing the content of the political posters and advertisements, the result also revealed that male candidates are often portrayed in assertive, leadership-driven roles, while female candidates are frequently depicted in supportive, nurturing roles. This resonates with the concept that political advertising reinforces societal beliefs that leadership is inherently masculine (Hayes & Lawless, 2023). The pick-up vehicles with names embossed for visibility emphasize this divide, highlighting male candidates in more dominant, leadership positions.

Moreover, the result revealed significant regional variations in the way gender is represented in the political ads. In urban constituencies, there is a more progressive representation of women in political advertising, including on pick-up vehicles, posters, and billboards. However, in rural constituencies, male candidates still dominate; with gendered portrayals reinforcing the idea that leadership is for men. This discrepancy emphasizes that cultural factors and regional contexts significantly shape the media's portrayal of gender, further cementing traditional gender roles in rural areas (Yusif, 2018).

4.2 Discussion

The findings of this study offer crucial insights into how political advertising serves as a tool for shaping societal perceptions of gender and leadership. The male candidate's dominance in advertising, particularly in the form of posters, pick-up vehicles, and billboards, not only reflects but also reinforces existing power structures in Ghana's political landscape. It must be emphasized that gender representation in political advertising is crucial because it reflects societal attitudes toward leadership and authority. In this regard, there is the urgent need for media practitioners and managers to be mindful of this fact and to sacrifice women empowerment in politics with financial gains (advertising). Also, it is very significant to note that media portrayals, as revealed in this study, can reinforce traditional gender roles, marginalize female candidates, and perpetuate stereotypes. In furtherance, it is very imperative to note that these disparities extend beyond individual candidates as they affect the broader discourse on gender equality in politics and influence public perceptions of women in leadership roles.

Also, the predominantly male candidate's embossment on pick-up vehicles, posters, and billboards across the 276 constituencies in the country reveals a deep-rooted gender bias in political campaigning. As the majority of the pick-up vehicles, posters, and billboards across the 276 constituencies are embossed with male candidates' names, it reinforces the stereotype that leadership is male. This is compounded by the fact that male candidates are often depicted in assertive, leadership-oriented contexts, while female candidates remain on the periphery, either absent or shown in nurturing roles. This makes gender stereotypes in political advertising often shape public perceptions about candidates' leadership capabilities. Again, voters are often influenced by the visibility and portrayal of candidates in political ads. There is no doubt that in a situation where male candidates dominate the media landscape, female candidates may struggle to gain recognition and support, ultimately impacting their chances of electoral success.

However, the finding also points to the potential of empowering female candidates to engage younger voters, who are more likely to respond positively to ads that depict women in leadership roles. The positive impact of empowering women's narratives suggests that political campaigns could benefit by inclusively representing both genders in advertisements. Political parties in Ghana can mobilize greater support by adopting gender-inclusive strategies, particularly targeting young voters who are more inclined to challenge traditional gender norms. It cannot be doubted that the use of diverse portrayals including strong, empowered female candidates can shift public perception and boost female voter engagement.

It is very important to stress that the regional variations in gender representation in the advertisements, particularly the urban versus rural divide as revealed by this study, highlight the importance of cultural context in shaping political messaging. While urban constituencies may embrace more progressive, gender-inclusive advertisements, rural areas may adhere to traditional views that restrict female representation in politics. The pick-up vehicles in rural areas are likely to emphasize male candidates more than female ones, reinforcing cultural norms that view women primarily in supportive roles rather than leadership positions. As always stressed by the National



Commission for Civic Education, the cultural norms and societal expectations that prioritize male leadership in the country make it crucial to analyze how gender representation in political advertising shapes voter perceptions and behaviors, potentially influencing electoral outcomes. Cultural norms play a pivotal role in shaping perceptions of female leadership in Africa. Gender stereotypes, which often view women as less capable leaders, are prevalent in political discourse and advertising. This cultural bias can manifest in campaign materials as it is revealed in this study's findings, where women are depicted in traditional roles that reinforce existing stereotypes, thereby limiting their political agency. Such portrayals not only affect voter perceptions but also influence women's aspirations to enter politics. Therefore, context-sensitive campaigning is essential, particularly in rural constituencies, where cultural attitudes may influence voters' acceptance of female political leaders.

In furtherance, it is observed that political advertising serves as a mirror and molder of societal attitudes. As it currently stands, the overwhelming presence of male candidates in advertisements contributes to a gendered perception of political leadership, making it more difficult for female candidates to gain recognition and support. Political advertising, as a powerful tool in shaping voter perceptions, contributes to the underrepresentation of women by reinforcing traditional gender roles, ultimately hindering their success in the electoral process. This serves to reaffirm the notion that politics is a male domain, which can discourage female candidates from entering the race or receiving sufficient support. To counter this, political parties and candidates must take a more strategic approach to advertising, ensuring that female candidates are represented equally in terms of visibility and leadership portrayal. As pointed out by this study, "the male candidates' dominance in political advertising during Ghana's 2024 elections raises serious concerns about gender disparities in political representation. In fact despite the global discourse on gender equality in politics, the overwhelming representation of male candidates in campaign materials reflects broader societal attitudes that marginalize women in leadership roles. The absence of women in prominent political ads reinforces gender stereotypes, reduces their visibility, and limits their chances of electoral success. Political advertising, as a powerful tool in shaping voter perceptions, contributes to the underrepresentation of women by reinforcing traditional gender roles, ultimately hindering their success in the electoral process. This gender gap discourse continues to attract the attention of stakeholders both locally and globally as many stakeholders have expressed worry that despite advancements in gender equality, the underrepresentation of women in political spheres remains a pressing issue globally, highlighting that women continue to face barriers to political participation, with only 26% of parliamentary seats held by women worldwide. This disparity reflects broader societal norms and expectations that often prioritize male leadership. Ghana, with its commitment to democratic principles, presents a critical case for analyzing these dynamics and their implications for gender equity in political representation. Political parties must ensure that they create a level playing ground for both male and female parliamentary and presidential candidates to help address these gender gaps.

V. CONCLUSION & RECOMMENDATIONS

5.1 Conclusion

In conclusion, the study on political advertising and gender representation in Ghana's 2024 Presidential and Parliamentary campaigns reveals critical insights about the gender dynamics in political messaging. The dominance of male candidates in political advertisements, particularly in the form of embossed pick-up vehicles, posters, and billboards, mirrors the gendered power structures that persist in the political landscape. At the same time, the study also emphasizes the importance of empowering female candidates in political advertisements; as such portrayals have the potential to increase voter engagement, particularly among younger voters.

Given the regional variations in the portrayal of gender as established by this study, political campaigns must adopt context-sensitive strategies that account for cultural attitudes, especially in rural constituencies. In doing so, they can shift societal perceptions and encourage greater gender equality in political representation. Ultimately, political advertising plays a critical role in shaping public attitudes about gender and leadership, and parties must prioritize inclusive, empowering representations of both male and female candidates to create a more equitable political landscape.

Despite the insightful findings, this study has several limitations. Firstly, the analysis is confined to political advertisements from the 2024 electoral cycle in Ghana, which may not capture broader trends in gender representation over time. Additionally, the study focuses on ads on posters, pick-up vehicles, and billboards and overlooks other influential media forms, such as news coverage and social media that also shape public perceptions of gender and leadership.



5.2 Recommendation

Based on the findings, political parties should actively promote and feature more female candidates in posters, pick-up vehicles, and billboards just like that of the male presidential and parliamentary candidates.

They should also promote and feature female candidates in more assertive and leadership-oriented roles to challenge existing stereotypes. Campaign strategies should prioritize inclusive messaging that resonates with diverse voter demographics, particularly younger audiences. Additionally, training campaign strategists on gender-sensitive advertising practices could be beneficial in fostering equitable representations. Policymakers and advocacy groups should also promote media literacy programs aimed at educating the public about the impact of gender representation in political media and encouraging critical engagement with media content.

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