



**THE PUBLISHING INDUSTRY IN GHANA:
WAYS TO PROMOTE LOCAL AUHTORS AND WRITING.**

UNDERGRADUATE THESIS

CAROLLANN EFUA BUCKLE

ASHESI UNIVERSITY COLLEGE

Undergraduate thesis submitted to the Department of Business Administration, Ashesi
University College in partial fulfilment of the requirement for the award of Bachelor of Science
degree in Business Administration

Supervised by: Dr. Joseph Oduro – Frimpong

(APRIL 2016)

Declaration

I hereby declare that this thesis is my original work and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature:

Candidate's Name: Carollann Efua Buckle

Date:02/05/2017

I hereby declare that the preparation and presentation of this thesis was supervised in accordance with the guidelines on supervision of theses established by Ashesi University College

Supervisor's Signature:

Supervisor's Name: Dr. Joseph Oduro – Frimpong

Date:02/05/2017

ACKNOWLEDGEMENT

I am extremely grateful to the Almighty God for the seeing me through these four years of Ashesi University College and bringing to this point.

I would also like to acknowledge and appreciate the immense support, both financial and moral of my parents, Dr. Gilbert Buckle and Mrs. Anna Buckle. They have been there with me through everything and without whom none of this would have been possible. I would also like to extend my gratitude to my supervisor, Dr. Joseph Oduro-Frimpong, for being supportive of my ideas and encouraging me to do better.

Lastly I would like to say a very big thank you to all the wonderful women who were generous with their time and other resources to help me complete this paper.

ABSTRACT

Literature has been described as the reflection of society through the eyes of the member of that society. Literature comes in many forms; writing, drama, songs, dance as well as stories. Throughout the history of Ghana there has been a strong representation of the societal values of the people through the work of authors such as Ama Atta Aidoo, Ayi Kwei Armah, Kofi Awonoor and Kofi Akpabli. However, over the years the amount and quality of writing coming from the country has reduced drastically. With the reduction these works of written literature, such as poems, novels and short stories; only the stories that were written before are still in circulation and are the constant images that the world has of Ghana.

The reduction in the amount of written literary works can be attributed to certain factors. The cost of printing high quality books in the country, the over concentration on the publication of textbooks, the taxes imposed on the materials needed in the production of high quality publication, low quality and quantity of writing, low reading culture as well as the lack of creative writing nurturing in the youth of the country to enable them to do more in the area of creative arts.

This thesis looks at the promotion of local authors and novels. This can be achieved through the reallocation of taxes on needed printed material, increased quality of printing, authors engaging in reader engagement activities, book signings and readings and also the introduction of a Ghanaian book review.

TABLE OF CONTENT

ACKNOWLEDGEMENT	I
ABSTRACT	II
CHAPTER ONE	1
INTRODUCTION	1
RESEARCH PROBLEM	3
RESEARCH QUESTION	4
RESEARCH OBEJECTIVES	4
PURPOSE OF THE STUDY	4
WHAT IS THE PUBLISHING INDUSTRY?	5
THE PUBLISHING PROCESS	7
INTERNATIONAL PUBLISHING INDUSTRY	12
BACKGROUND OF THE GHANAIAAN PUBLISHING INDUSTRY	14
CURRENT STATE OF THE PUBLISHING INDUSTRY IN GHANA	15
CHALLENGES IN THE INDUSTRY	17
IMPORTANCE OF LITERATURE AND THE PUBLISHING INDUSTRY	18
CHAPTER TWO	22
LITERATURE REVIEW	22
THE PUBLISHING INDUSTRY	22
LITERATURE	25
PROMOTION OF NOVELS	27
CHAPTER THREE	31
METHODOLOGY	31
CHAPTER FOUR	34
RESEARCH FINDINGS AND ANALYSIS	34
FINDINGS	40
CHAPTER FIVE	42
RECOMMENDATIONS AND CONCLUSION	42
THE 7PS MODEL FOR MARKETING	42
PRICE	44
PROMOTION	46

PHYSICAL EVIDENCE	47
RECOMMENDATIONS.....	49
CONCLUSION	52
RECOMMENDATIONS FOR FURTHER STUDY	53
SCOPE AND LIMITATION OF THE STUDY	53
REFERENCES.....	54
APPENDIX.....	58

CHAPTER ONE

INTRODUCTION

Africa has been the home of education, literacy and storytelling. It was in Africa that the first forms of writing were found in the ruins of Egypt. Hieroglyphics was the first form of writing that was discovered and it has been claimed to have started in the year 3200 BC (World History Project, 2007). The oldest library in the world is found in Morocco in the University of Al Qarawiyyin in Fez and is home to 4,000 rare manuscripts (Carrington, 2017). Africa has always been the home of education and knowledge acquisition. Africans have always had a hunger for telling stories and gaining knowledge but after decades of identity crises that came with the struggle to overcome slavery and the emancipation of the people of the continent, we are performing below our potential as a people. With the introduction of writing and printing, stories that relate to the history or the culture of a group people anywhere in the world, have been put into books that can be read by anyone who decides to find out more about that topic. Writing has not only been beneficial in the areas of history and culture, but also in the field of academia. This age of writing and printing gave rise to the publishing industry in the world.

The distribution of any intellectual material, educational or otherwise, is made possible through publishing. Publishing is the act of printing and disseminating information from an author to the general public (Altbach, 1997). The publishing industry in any country is the main industry for information distribution and assimilation. This industry ensures that the people of the nation receive information that it is essential to them in forms that they can all appreciate and clearly interpret. Therefore, publishing can

be either be through print, video or audio media. These are the media through which information is distributed to the citizens of a country.

Publishing is the act of making information available to the public, this is done through issuing printed copies of a document as well as electronic documents (The National Archives, 2016). The publishing industry of any country is the backbone of human resource development as it provides material that can be used for the social and intellectual development of the people in the country in the areas of education and recreation. This is the industry that ensures that knowledge of any kind is passed on to the new generation. This allows them to learn from the mistakes of the past, keep and remember the great works that have come before them as well as find ways of improving their present and the future that they envision for themselves and their community.

Literature has been a part of every society's history and culture long before the era of publishing books, it enables the culture of the people to be passed from one generation to another. Literature comes in the form of songs, folktales and dances that convey some form of information to the audience and also the generations after. Publishing makes it possible for all kinds of information to reach their respective audiences in the different forms that the publications are made.

There are various forms of media through which information is given to the appropriate audiences. There are the electronic and print media and the publishing industry is involved in both forms of media. Electronic media are media that take advantage of technological advancements such as radios, televisions and the internet. Print media on the other is the form of information dissemination that makes use of physically printed materials such news papers and magazines. The focus of this thesis

will be the print media, particularly the publication of novels and creative works will be the focus of this paper.

RESEARCH PROBLEM

Over the years it has been realized by members of the literary community that people, especially students, have reduced the amount of time they spend on reading, non-fiction or fiction (The Reading Agency , 2017). This is a phenomenon not just internationally but also prevalent in Ghana. This reduction of reading in Ghana is not solely attributed to the lack of reading culture in the current generation but also to the unavailability of high quality published Ghanaian written novels. Data on the availability and the patronage of such books by the Ghanaian market is not readily available to the public and it is also not adequately gathered in an attempt to analyze the situation in the country.

Novels are as important to the education and the learning process as textbooks are. This point may not be heavily emphasized even though the Ministry of Education has made attempts to increase reading of fictional books by including library time in the curriculum of students (Opoku-Amankwa , Brew-Hammond, & Mahama, 2015). The novels that students read are written mostly by nationals of other countries and not Ghanaians. This is advantageous as students are able to appreciate the culture and beliefs of other countries but at the same time disadvantageous as they lose sight of issues related to their own culture. Reading novels that are written by nationals from other countries also makes relating to the context in which these novels are written; for instance, beliefs, culture, names and even weather, difficult for the Ghanaian reader as these are not indigenous to Ghana. Novels written by Ghanaian writers need to be

promoted in a bid to give the younger generation the needed or required books as well as literary materials that give them the chance to appreciate the different aspects of their own culture. This promotion will also encourage Ghanaian writers to continue to write these novels that are more relatable to the Ghanaian audience.

RESEARCH QUESTION

This thesis looks at the role that the publishing industry in Ghana plays in the advancement of Ghanaian writers, Ghanaian novels and the creation and nurturing of reading and writing culture in the country.

RESEARCH OBJECTIVES

- I. To understand how authors and novels from other countries are promoted.
- II. To understand how Ghanaian authors and novels are promoted.
- III. To outline the differences between the ways through which authors in Ghana and other countries are promoted.
- IV. To offer recommendations on how to better promote authors in Ghana.

PURPOSE OF THE STUDY

The Ghanaian as much as any other person from any other part of the world has a story that needs to be heard if not by the rest of the world, at least by future generations of Ghanaians. The history, experiences, dreams and hopes of the people that are worth recording. These stories bring a sense of pride and appreciation of the past, the present and future of the country as well as an appreciation and understanding of our culture and a respect for our point of view on different world issues. This study examines publication of novels in the Ghana and the importance of publishing novels.

This study would help authors as well as publishers in the Ghanaian market gain a better understanding of the publishing industry and what they need to do in order recognized within the country and internationally, ways to reach their target audience and also to be able gain some form of revenue from their craft. It will also give publishing firms in the country a wider scope of literary works to publish beyond textbooks.

WHAT IS THE PUBLISHING INDUSTRY?

This chapter gives a general overview of what the publishing industry is and the generic aspects of the process that is used across the world and in Ghana as well. It gives a clear reference point for the remainder of this thesis.

The publishing industry is part of a larger group of industries known as the creative industry. The creative industry is not only an industry that has high level of growth but also has a role in fostering cultural diversity. The creative industry are those in which products and services contain substantial element of creative or artistic nature (UNESCO, 2003). This is the industry that is involved heavily in the promotion of all art forms from singing to paintings. These industries offer an avenue for people with creative tendencies to express their creativity in a financially lucrative way.

The publishing industry is an avenue for individuals in both academic areas and creative areas of writing to express themselves and also to have their work reach a larger group of people than it would have otherwise. The publishing industry is responsible for the publication of anything from pamphlets to dictionaries. This industry is involved largely in the dissemination of any type of information that is deemed essential and worthy of reading to the public. This involves the printing and distribution of these materials to the intended users.

The industry has, broadly, two areas that it operates in: these are academic publication and the creative publication. The academic publication concentrates on the publication of materials that are integral to the education process. These include, and are not limited to textbooks and supplementary textbooks for students as well as teaching guide books for educators. These textbooks will be used for posterity as there will always be a new crop of students at every stage of the educational level that require the use of textbooks and other such learning materials. These published works do not need to be promoted vigorously as they are seen as essentials for education. Textbooks that are recommended to students by teachers and those that are approved by the Ministry of Education are generally purchased without much promotion and are sold out well before the beginning of the academic year and sometimes seem to be scarce when they are trying to be found later. Also due to the large and ever growing number of schools, publishers lobby their books to schools and form partnerships for periods of time and this ensures them a steady stream of income for the publishers.

The creative publication deals with fiction and non-fiction materials that have some academic implications and are less frequently inculcated into the education system of the country. For that reason, it is not given as much attention as the textbooks that seem to have a ready market. These books are written for the main purpose of readers' entertainment. Knowledge may be gathered from it but that is not the main aim of the author. It aims to tell a story of some sort, be it true or imagined. These stories are meant to convey a story of the culture, societal values and other intangible social assets that a community has and wants to transfer to the next generation. It gives the chance for history to be retold as accurately and imaginatively as possible.

The reading culture of a group of people will greatly influence the prosperity and the lucrative nature of this aspect of the industry. Fictional books that are written for younger readers are more patronized than books that are written for the older generation. This can be attributed to the fact that parents try to inculcate the habit of reading in their children and purchase these materials for their children. Also some publishers are able to get contracts with schools that add these books to the supplementary reading of the students. (Kwadwoan, 2017)

THE PUBLISHING PROCESS

The process involved in getting a book published and into the hands of a reader is a long and sometimes tedious process. The process, depending on the type of publication, can take as long as a year or can be as short as a few months. There are various elements that are needed for the the different stages of the publishing process to be complete and also challenges that are faced at every step of the process. Some of these challenges are surmountable by the players in the industry others are not easily overcome. The next few paragraphs would attempt to give a brief overview of these processes mainly content, editing and printing, and marketing.

CONTENT CREATION

Content creation is the beginning of the process of creating a published work. An author writes a piece of literary work that is for a specific to a particular age group or can be to the entire population and intends for it to published; this is the content for the publication.

Content creation is the development of newsworthy, educational and entertaining material for distribution over digital or physical media (World Intellectual Property Organization, 2006).

Authors that write textbooks need to be sure that the materials on the topic that they are writing align with the prescribed educational curriculum of the Ministry of Education of Ghana. These authors need to show that they have credibility, based on the educational level that they have achieved, and also need to show that the material that they are writing on is important to be published and given to students for use in their acquisition of knowledge. These books, once written, are either main textbooks or supplementary textbooks that support the educational process.

Fiction on the other hand has no set rules that need to be followed in order for the piece of writing to be published. Writers of fiction need to specify the genre of books that they want to write and also what age group of individuals that are being targeted by their work. Depending to the age group the number of words as well as type of words would vary drastically. Once the author believes that their work is ready to be read, they send the work to a publisher. It is now the duty of the publisher to pick a piece of writing that they are willing to publish. Once they decide to publish they have assumed responsibility for the work and the outcome of the finished material reflects on the publisher and for this reason they are very careful when picking the books that they want to represent. It is for this reason that publishers are very meticulous when it comes to the kind of fiction that they are willing to represent.

EDITING & PRINTING

The editing process is done by the publishers in association with the authors. This is to ensure that the proper form of grammar is used, words are spelt properly, that sentences formed are arranged in an accurate order so that the material makes sense when it is given to a reader and also that the fundamental story that the author wants to put across is maintained. Before the books are properly edited, the publishing company may give the manuscript to an individual outside the process to test the marketability of the book. If the reader does not find the book interesting the book, may never be published.

The editing process is a collaborative effort by both the author and the editor, this is because they work together to ensure that the story is not being changed and if the story has to be changed they are able to discuss which direction to take the book as it is mainly the author's ideas. After all the requisite editing has been done to a piece of literature, it is sent to a printing firm where it is printed. Before it is sent to the printing firm, all illustrations that are needed for the book are done and made available to the publisher. According to some publishers the printing process can be delayed because the other components of the book such as the illustrations that are needed for the book to be printed are not ready.

MARKETING

This is the part of the process that determines how the complete book would reach the intended target market. It is also the part of the process that determines the amount of profit that would be made off the books that have been published. Some publishing companies have schools that they have contracts with that use their fictional novels as supplementary readers for their students and this is a steady market for the author and the

publisher. Other authors take their work to bookshops and stands to have their work sold, this is a slower way.

Authors have book launches to publicly announce the release of their book, and these are events that officially release the book to the general public and enable the readers to purchase these books. Other authors have book readings that give readers a glimpse into the book so as to entice them to buy the book. When the books are sold the money that authors receive are known as royalties as the work that is being sold is their intellectual property and also the publishers get a commission on the books that are sold, this is because the books that were published are an investment that was made by the publishing firm. The more books that are sold the more money that both the author and publisher get.

SELF PUBLISHING

In this of era advanced technology authors are becoming independent of the traditional publishing houses. This means that they do not rely on the traditional publishing process to have their work published and distributed to their readers. With the age of technology, authors can publish their books themselves and this is called self-publishing. Companies such as Apple, Amazon and Barnes & Noble have made it easy for individuals with a computer and a story to tell to be able to share that story. With the creation of e-books, the distribution process of completed books is much easier. The books are able to move directly from the writer to the reader without the need of a physical distribution agent. Amazon serves as a digital distribution agent for writers. The distribution of books has become more direct, immediate and inexpensive (Kawasaki & Welch, 2013). Being a self published author means that authors go through the entire

process outlined in this portion by themselves; from content creation to promotion and marketing of their work. For an author this soon becomes a full time job and they reap all the profit as well as handling all the risk involved.

There are some advantages that authors have when they self publish. Authors are able to control the content and design of their work in such a way that they are comfortable with and in a way that would be appealing to their intended audience. The authors are also assured longevity of their books. This is because the books are in digital form and will therefore be available for any reader at any point in time. Authors are able to make revisions quickly and edit any errors that they find and these revisions will get to their readers almost as soon as their made. Authors are also in control of the time that they want their books to be released to the market as they do not have to answer to publishers or agents in regards to that. One of the greatest advantages that comes with self publishing is that the author receives all the royalties that come with the sale of the books. (Kawasaki & Welch, 2013)

Even with all these advantages there are some disadvantages that come self publishing. The marketing power that traditional publishing houses have is not at the disposal of the self published author. The author has to find ways of gaining that needed advantage in the marketing of their work. In the traditional publishing industry authors receive an advance on the books that they have submitted for publishing but with self publishing the only income that authors receive is when they are able to sell the books that they have published. There is some form of stigma that is associated with self published authors, in that it is associated with the authors that were not able to get publishing houses to appreciate their work and had for that reason they had to publish

their work themselves. In Ghana this form of stigma is not prevalent in the industry. The distribution channels of a self published author are very limited. As long as people are travelling and people have to go to shops to buy physical products there will always be a larger market for printed books than there will be for e-books by self published authors (Kawasaki & Welch, 2013).

The publishing industry is diversifying with the introduction of new technology and the various players are taking advantage of to make their work more relevant in present times.

INTERNATIONAL PUBLISHING INDUSTRY

The process of publishing a book, academic or recreational, is generic through out the world but there are other countries throughout the world that have been able to make their publishing industry thrive and become an economic contributor to their countries. This section seeks to look at the publishing industry in some countries in the rest of the world

Like every industry that provides an essential service to the populace there is some income to be made by both the individuals as well the countries that have these strong industries. There is a lot of money to be made from the publishing industry due to the relevance of the service that they provide to the people they serve. Many countries have developed their publishing industries and have been able to sustain it over the years and in effect have been able to take advantage of the needs of other countries that have required their services. There are many countries that can be used as examples of the benefits that can be derived from a strong and sustainable publishing industry within a country.

Brazil and China have been able to break into the publishing industry and have become big players in the industry, while countries like the United Kingdom and the United States have maintained their leadership in the industry (Wischenbart, 2014). The publishing industry in these countries makes billions of dollars a year. The publishing industry in Brazil is worth € 2.8 billion and the publishing industry in China was worth € 14 billion in 2012 (Wischenbart, 2014). The publishing industry in these countries is raising substantial revenue for members of the industry as well as the country. Most of the development that is seen in these industries is as a result of foreign direct investments from foreign publishing companies like Random House, who have bought local publishing firms to be able to gain some recognition in the country and to also tap into the local market (Wischenbart, 2014). The publishing industry in the United Kingdom employed about 200,000 people as at 2015, which is a 3.7% increase between 2014 and 2015. In the year 2013, publishing exported services worth £1.31 billion. This means that the publishers in the United Kingdom did work for markets outside the country which added to the industry as well as country income (Department for Culture Media and Sport, 2016).

Book fairs are one of the ways that players in the publishing industry all over the world use to find out what is happening in their local industry as well as the international industry. For example, the Bologna Children's Book fair in Italy caters to the needs of the professionals in the industry and the Hong Kong Book fair caters to the needs of avid readers. These book fairs are not for just showcasing upcoming new material but also for publishers to connect with trade service providers who seem to be far and in between. Almost every major country in the world has an event that highlights the books that are

being published in the country and for readers in the country to know the new books that have been reviewed and released over a period of time. This is also an avenue for authors and readers to interact (Books make a Difference , 2017). The Frankfurt book fair is the largest book fair in the world and gathers publishers, authors and readers from across the world in one location. The fair hosts about 7,300 exhibitors from about 100 countries and has an average of 300,000 visitors every year and is open for two days to the public. The event, due to the sheer enormity, has everything that is covered in the publishing industry from academic publications to self-publishing and professionals from all these sectors are duly represented (Peterson, 2016).

The international publishing industry is a budding and a financially lucrative industry that offers employment as well as caters to the entertainment needs of the international market. The publishing industries in the countries mentioned above have demonstrated that it is possible for the industry to be lucrative to both the country and the citizens within the country.

BACKGROUND OF THE GHANAIAN PUBLISHING INDUSTRY

From the dawn of independence, Ghana has had various forms of print media that have grown very strongly and formed part of the fiber of the Ghanaian community. The media has played an important role, even, in the governance of the country. These are newspapers, books and magazines. Books have also been a part of the long standing history of information dissemination in the country. Publishing started in Ghana with the arrival of Christian missionaries in Ghana. The first newspaper in the country was the *The Royal Gold Coast Gazette* which was started in 1822 (Asante & Ogawa, 2017).

Education has always been a priority for any organization or body that was in charge of the running of the country. Before the year 1965, textbooks and novels, were published outside the country and imported into the country for the use of students. On March 9th 1965, under legislative instrument No. 413 Ghana Publishing Corporation (GPCL) was established to take over the functions of the former Government Printing Department and the Administration of the Government free textbook Scheme (Ghana Publishing Company Limited , 2016). The creation of the GPCL in the country was the beginning of large scale book production in the country and gave room for other publishing houses to start operation within the country. Publishing of textbooks was a state owned endeavor from the 1960's to the early 2000s. At the beginning of independence Ghana introduced a free text book policy to increase the enrollment of children in school, because of this, textbook had to be procured in large quantities and this helped in the creation of Ghana's publishing industry. In 2002 there was a policy that started a Public- Private partnership and allowed publishing of textbooks to be done by private individuals (Opoku-Amankwa , Brew-Hammond, & Mahama, 2015).

CURRENT STATE OF THE PUBLISHING INDUSTRY IN GHANA

There are many literary works that are published in Ghana by our publishing industry. These include but are not limited to textbooks, novels, academic writing and trade books. In the Ghanaian publishing industry there are two broad categories of books that are published, these are textbooks and recreational books. Textbooks are books that contain the manual instruction for any area of study. The textbooks that are used in Ghana are mainly published by publishers that are chosen by the government due to the

changes that the curriculum of the schools go through on a frequent basis and this selection process is run by the Ministry of Education. For this reason, there are few private publishers in the country that publish textbooks on a very large scale. Those publishers that are not chosen by the Ministry of Education to publish textbooks, publish supplementary textbooks for the various courses that are studied in the educational institutions and for these books to sell they have to have something essential that students need to aid them in their learning process. An example is the Student's Companion. The few that publish these textbooks have to do it on a large scale to be able to cover their cost and make some form of profit. Some of these large scale publishers are Aki-Ola, Sam Woode limited and Afram Publications. The importance of textbooks has been emphasized through research by numerous individuals but few people have looked at the other books that are published in the world and in the country and the impact that they have on the population.

The Ghana International Book Fair is the event in Ghana that brings all the players in the industry together and gives a platform for works to be showcased. This event is usually held in August which is seen as the 'bumper season' for the publishing industry. This is the time that students are returning to school and parents seek to find the educational material that their children need for school. There have been fourteen of such events in Ghana since 2003, the fifteenth Ghana International Book Fair would be held in August of 2017 (Ghana Book Publishers Association , 2017).

The Graphic Communication Group Limited set up G-PAK which is a printing facility in Ghana which does large scale printing for the Ghanaian publishing industry (Graphic Communication Group Limited, 2015). Even though this establishment exists it

does not offset the problem of printing in the country. Due to Ghana's participation in UNESCO it holds that the country allows educational material that would be needed in the country without any form of taxation. This is a provision in the UNESCO Convention Against Discrimination in Education. This makes books that are printed outside the country cheaper in comparison to books that are printed in the country (Graphic Business , 2013). The raw materials needed for books to be published are not produced in the country and for this reason printers need to import these materials. These raw materials are heavily taxed and makes printing in the country expensive.

Ghanaian publishing has in some regards moved to the digital era of publishing. News about the country can be found on the website of some news agency within the country. The publication of anything else besides news is being adequately explored by the industry. In an age where people are closer to their phones, tablets and laptops than ever it will be a disappointment if the Ghanaian publishing industry does not take advantage of this advancement in technology and societal needs.

CHALLENGES IN THE INDUSTRY

There are many challenges that face the creative publishing in the country. These challenges range from the cost of printing to the patronage of the books that are printed. There are heavy taxes that are imposed on the materials that are used for printing are expensive and make the cost of printing in the country very high and for this reason most publishers publish in other countries like China and America where the cost of printing is lower and this allows publishers to make money off the books that are being brought into the country. The taxes are up to 40% on the materials that are needed for printing. However, in 2015 taxes were waived on printing material that was to be used for the

printing of only government. This means that materials that are needed for the printing of any other form of printed work would still be taxed (Joy Fm , 2014). The quality of the books that are produced in the country are not up to a particularly high standard and this reduces the appreciation of the work that has been put into the creation of the content of the work. The reading culture of the people in the country is also a challenge that most of the players in the industry have recognized. There have been attempts by the government to curb this by introducing library time in the curriculum of students as well as organizing reading competitions for students (Ghana News Agency, 2012).

The government and the population as a whole are not very supportive of the creative arts in the country. The perception of the population of individuals who decide to make a career from the arts and creative industry is one of disdain because it is believed that there is no money to be made in such an industry.

IMPORTANCE OF LITERATURE AND THE PUBLISHING INDUSTRY

This section of the paper looks at the importance of literature to the people of a country and also looks at the relevance of reading various forms of literature to anyone who decides to read for leisure or even in an academic setting. Some of the relevance that we gain from reading that would be outline are empathy, appreciation of the human experience and critical thinking.

Recreational books or fictional books, these are books that are not seen as educational but are more for leisure. These are books that tell a story of a place or showcase the creativity or imagination of the author. Throughout the world individuals have been able to read these kinds of books from different parts of the world and in the

process been able to better appreciate the different cultures and people throughout the world.

Every geographical location, every people have their own story, have their own outlook on life and the things that make up their society. For this reason, it is important that every society has a group of people who are willing and able to write out these stories and also to publish these stories. Novels, written by Ghanaian authors for the Ghanaian population are far and in between. Ghana needs her own crop of writers to be able to tell the Ghanaian story from a Ghanaian perspective. These are the books that are needed for individuals to experience their society in a different manner be it through fiction, biographies or autobiographies of the members of their own society. These books enlighten the reader beyond the classroom or institution of higher learning to give them the chance to have benign yet thought provoking conversations with both their peers and anyone that they come across.

Reading fictional books has been proven to help students understand more difficult text, cultivate the habit of reading and for this reason they find it easier to read other material. It also gives the reader a greater appreciation of social constructs that they are yet to encounter or may never encounter (Garro, 2014). Recreational books in Ghana are mainly from foreign writers and have very little relatable content for the Ghanaian reader. Novels by authors such as Chimamanda Ngozie Adiche, Leslie Lokko and Ama Ata Aidoo have been able to narrate the story as well as the experience of their people and are also partly responsible for the way that the world sees the African continent. The stories that are told of our history, our present situation and our future aspirations are ways through which the rest of the world can see and appreciate Africa and also for Africa to

be able to take control of the manner in which the world sees the continent. Recreational books written by Ghanaians do not have a very ready or large market where their talents can be showcased and appreciated. Literature and the publishing industry are important to the community. The following are advantages of literature, to both the individual and the community.

Literature in the basic terms opens the eyes and the mind of the person who is reading the material. It makes the reader question a society and a world that is larger than the world that the person is living in (Sahr, 2015). It gives the reader the chance to come into contact with a world that is much larger than the one that they currently inhabit. Reading literature gives the reader aspirations that might not have been available to them if it were not for the fact that they were reading.

Literature offers the reader a vision of other lives and vistas. This enlarges the reader's ability to see a larger avenue for possibility. Through literature, readers are able to experience other locales through the written work of authors from that region. It stimulates readers' imagination. Some people read to lose themselves in the different terrains that are presented to them by the author. It also gives rise to empathy in the reader. Empathy is being aware of the situation of others and appreciating what they are going through. Literature is a doorway to experiencing the life situations of other people that we do not have direct contact with. It makes the reader more empathetic to the plight of people that the reader comes across (Gillespie, 1994).

Literature has a way of expressing the various aspects of the human experience in terms of death, family, religion, love, good and evil, destiny, will, justice and courage. It gives the reader an opportunity to learn the various experiences that are common place to

humans but have not yet been experienced by the reader. The books that are detailed stories of the lives of other people, for example, the *Diary of Anne Frank*, gives individuals who were not there and will never be able to experience what happened the chance to appreciate what happened to Anne Frank as well as the plight of the other people who had to live through such events (Gillespie, 1994).

Reading literature gives the reader the chance to be able to think critically about the themes and the characters of the piece of literature. This gives the reader the chance to inadvertently learn the ability of critical thinking when they read more. Readers are forced to make connections in the stories that they read and with this form of training they are able to make connections in their reality and the world around them (Sahr, 2015)

Literature is a reflection of the society. It shows the various aspects of the society which is not visible to some of the members of the society, people of the world that are not aware of the aspects of that particular society. It also provides an avenue for members of society to express their creativity and also to voice out forms of oppression that they feel in the society. It mainly ensures that the correct image of the community is portrayed to individuals outside the community.

CHAPTER TWO

LITERATURE REVIEW

This chapter takes a look at relevant academic literature that has been published about the publishing industry as well as creative writing.

The textbook sector of the publishing industry of Ghana is one that has received major attention from both individuals and the government. This sector directly links with the educational advancements that the country seeks to give the population of the country. The recreational book industry has not been given as much attention as the textbook industry in the country and for this reason these books are not heavily promoted in the country.

THE PUBLISHING INDUSTRY

There are relevant papers that have been written to show the areas that most individuals look at when the publishing industry is being reviewed. The publishing industry like any human operated industry has some challenges that it faces. The introduction of new technology has changed the way that traditional publishing is done and how published books are distributed to the population. The advent of technology has in some ways rendered printed work redundant as most published materials are also available in soft copy on the internet. There is also change, internationally, with the larger publishing firms as they purchase smaller publishing houses. This means that these firms are able to publish high quality local books through the publishing firms that they acquire locally. This creates competition for local publishers who do not have the ready market for their books because they are competing against international brands. Worldwide textbooks constitute the largest segment of books that are published internationally. In developing countries textbook publication is the backbone of the publishing industry.

Though publishers face an increasing complex challenge everyday, to ensure their relevance, they are still very essential in every country and society (Altbach, 1997).

State owned publishers in Sub-Saharan African countries are not operating anymore due to many reasons. Some of these reasons include the poor quality of textbooks; either the quality of the materials used in printing or the quality of the content, the underfunding of these public institutions as well as the lack of proper distribution channels. These shortfalls gave way to the rise of private publishers who became relevant in the publication of textbooks for the various countries to meet the demand of the growing market. The cost associated with publishing on the other hand is something that most private publishers have not been able to tackle. These costs include human resource, raw materials as well as the machinery that is needed to produce these books. The books published locally can not adequately compete with books that are published outside the country and which are much cheaper than locally produced books due to the quantity of the books that are produced. Multinational publishing companies have been asked to sell their shares in the local publishers to be able to level the playing field in the industry in some Sub-Saharan countries. This would be beneficial to the publishing industry in African countries, this would mean that the local publishers have a chance to take up an active role in the market as well as the industry of their country (Read, 2015).

The Ministry of Education formulated the National Textbook Development and Distribution Policy in 2002, which would serve as a guide for the development and procurement of textbooks and teaching materials for the pre-tertiary educational institutions. The main objective of this policy was to remove the government from the publishing of textbooks and to give local publishers a larger stake in the industry. But

years down the line the local publishers are in situations that are worse than when they began. Publishers whose works were chosen by the Ministry of education chose to have their books published by publishing houses in Asia as it is cheaper there and also textbooks are entitled to rebates and are also duty free if they are being imported into the country. Also the Ministry of Education has not held up its part of the bargain in giving local publishers a chance to publish the textbooks that are needed by the educational system. Local publishers sited short periods place bids for contracts as a problem they face (Opoku-Amankwa , Brew-Hammond, & Mahama, 2015). This has discouraged the production of textbooks locally and has encouraged publishers to outsource the publishing of their books which has made imported books cheaper for individual consumers as well as the government to purchase. The inability of local producers to publish to meet the demands of the country has led to the firms and individuals in the industry becoming redundant in the market which would slowly lead to them pulling out of the market and in the long run reducing the capacity of the industry.

In the publishing industry in Ghana and Africa in general, textbooks are seen as a more profitable venture than recreational books this is because of the ever expanding reach of education to the most rural of areas and also the willingness of governments to pay for textbooks over other kinds of books. The profitability of textbook over other kinds of published material can be attributed to the low purchasing power of the citizens in relation to other literary materials and the low interest in reading among the youth. For this reason, textbooks are more attractive to publishers than other forms of literature because they are able to recoup their investments and make profit. This leads publishers to look at the available market and supply their needs and for this reason textbook

publishing forms the largest percentage of published books in Africa. Even though textbooks are the majority of the books that are being published there are some challenges that publishers face, some of these include and are not limited to the political environment of the country and the cost of producing high quality books. The textbook publishing industry is profitable only if there is adequate collaboration between publishers, authors and the government as they look to address the challenges that face the publishing industry (Kolawole, 2011). Due to the profitability in the publication of textbooks, other types of books are heavily neglected and the knowledge and insight that can be gained from these forms of writing are lost to the public due to the seemingly unprofitable nature of the books.

LITERATURE

Research has been done into the benefits of reading fictional books to both students as well as people generally and will be discussed further in this section.

The Victorians believed that the Greek and Latin classics would give them the tools that they needed to get through the different experiences of life. It has been found that people who read fiction have more empathy than people who read non-fiction. The researchers found that people who read fiction, in the process of reading the literature were able to put themselves in the shoes of the protagonist in the fiction. This led them to experience positive feelings when the goals of that character were met and to feel negative feelings when the goals of the protagonist are not met. The researchers also realized that people had a shift in personality when they read fiction. Due to the many characters in a fictional writing readers are able to identify with one or more of these characters and are able to process the social dilemma that is usually presented in these

fictional writings. The conclusions drawn from the research was that reading fiction was like a simulation for the mind to be able to better negotiate through complex social situations that the individuals may find themselves in and the individuals are more empathetic to the situation of other people (Oatley, 2008).

Another researcher, Lisa Garro, reiterates the benefits of reading fiction. Reading fiction impacts the intelligence and behavior of the reader. Individuals who read fiction have been found to have more knowledge, a wider range of vocabulary and this helps them with comprehension of the language, vocabulary and fluency. Reading is also important in the areas of critical thinking and development of writing skills. It gives the reader the ability to see things from a different perspective that would stimulate critical thinking in the individual. According to studies made psychologists, reading stimulates the imagination of the reader as it stimulates a sense of playfulness in the person. Reading fiction for reasons of leisure or otherwise strengthens the language processing part of the brain. Though textbooks are essential in the educational process, reading fictional novels helps students to better understand what they read in textbooks and also helps them to better deal with social dilemmas that they are faced with on a regular basis (Garro, 2014)

Fiction is the earliest kind of brain simulation. It has been found that fiction has therapeutic qualities for an individual. This form of therapy is known as bibliotherapy. This form of therapy has been used over the years to help reform criminals and to help single mothers to gain better social skills, accept their situation and to become better assimilated in the society. One of these programs is the Changing Lives through Literature run in some parts of the United States of America, this program is run for criminal offenders and after the session it was found that only 18.75% of the participants

of the program after being released, went back to commit similar crimes. The offenders that were put into the regular correctional system, when released, 45% of the participants went back to commit the crimes. Bibliotherapy increases the participants sense of empathy as well as social belonging. In regards to education it has been shown that families that develop reading cultures in their children give the children a better chance of preparing for the educational system. It has been found that reading fiction also gives the individuals another chance to look at their lives and give the opportunity to contemplate the emotions that they have and those that they have repressed. Reading fiction also shows some change in the character of the reader as well as some aspects of the personality of the reader. (Oatley , Mar, & Djikic, 2009)

The previous articles have highlighted the importance of novels and also the attention that have been given to textbooks. Textbooks are easily promoted by both the government as well as the publishers of these textbooks. Publishers that are taxed by the government to publish certain textbooks have a market, which is the entire educational system, for their books. Private publishers proposition schools and other educational institutions to purchase and use their textbooks as main or supplementary texts. The same promotion and attention is not given to novels that are locally published.

PROMOTION OF NOVELS

According to Esther Margolis, there are about nine ways that novels are promoted. Some of these are author interviews, news features, book excerpts, advertisements, book reviews as well as word of mouth. According to her the most effective way is word of mouth, this is because people are more willing to accept the opinion of someone who has already had some experience with the material. With most

publishers, especially in the United States, there is a portion of the revenue that is gained from the sales of a book that is dedicated to promotion. These budgets are to make sure that the author as well as the book are able to get the exposure that would be necessary for the book to get an appreciable amount of sales that benefit both the publisher and the author (Margolis, 1984).

In a report by the International Publishers Association, professional book fairs play a vital role in the publishing industry. It is a platform that brings publishers, agents, retailers as well as consumers together in order to showcase all that the industry has to offer each of the members. With the advent of technology, the position of the physical book fair is being threatened. Some of the purposes of the book fair is to act as a market place, an avenue for networking, an arena for professionals in the field to understand and appreciate the new trends in industry, an exhibition of the work of authors in the industry as well as a place for sales and marketing for publishers in the industry. These events enable the key players in the industry to know what is happening in the industry and how to remain relevant in the industry in a more modern era. The biggest book fair in world, according to the report is the Frankfurt Book Fair and in Africa the biggest book fairs are the South African and Nigerian book fairs. According to the report publishers still find book fairs to be essential to the work that they do because it offers them the opportunity to network which is not something that is very easily done in the industry. These book fairs are essential not only to book promotion but also to the other players in the industry to be able to build a good portfolio and assess the competition in the industry (International Publishers Association , 2015).

With the introduction of electronic reading, e-reading, it has been realized that there is a need to influence the younger generation with more than physical books but also with e-readers. Due to the age of technological advancement reading can be made more appealing to the younger generation through the introduction of e-readers in libraries and also for their personal use out of the library. This will encourage reading among the younger generation. There have been concerns about the side effects of these e-readers some include the size of the screen, the possibility of children breaking the screen as well as effects on the eye-sight of the readers. Schools and libraries are being encouraged to embrace this new trend in a bid to encourage as well as increase the reading culture of all students. Online resources, that would give students the information that they need should be made readily available to them (Doiron, 2011).

The last three articles have highlighted the ways that books can be promoted and the importance of promoting books not only for the authors and publishers but also for the readers in the new generation.

From the literature that has been reviewed it can be clearly seen that research into the publishing industry in Africa and especially in Ghana has been done in regards to textbook publications. One of the main reasons for this is the steady and expansion of education across the country and the need for textbooks to facilitate the teaching and learning process. Publishing of novels has in some regards been neglected or has been drastically reduced and this has brought about low levels of promotion of these books. These books as well as their writers have not been given the attention that they need to allow this part of the industry to grow and for the public to receive the information that these works have for their audience. It can also be seen from the last few articles that

have been reviews it can be seen that reading of fictional writing has an impact on the cognitive as well as the critical thinking abilities of whoever reads fiction. Lastly there are many ways through which novels can be promoted and in the promotion of novels the reading of the reading culture of the new generation is influenced and nurtured.

CHAPTER THREE

METHODOLOGY

With my proposed research on the Publishing industry in Ghana, I intended to investigate the promotion of local writers in the country and the qualitative research approach was used to gather and analyse data that was gathered.

Methodology is the manner in which research is conducted pertaining to a particular area of study (University of Manchester , 2016). Qualitative research is any research that relies primarily or exclusively on qualitative measures. Qualitative measures are any measures where the data is not recorded in numerical form. These include short written responses, interviews, video and audio recording and other approach (Trochim, 2009).

There are various types of research that can be undertaken to gain information. These are exploratory research, explanatory research and descriptive research. Exploratory research is the kind of research that deals with the research topics that are addressing a subject about which there are high levels of uncertainty and ignorance about the subject and when the problem is not well understood (Wyk, 2009). This research is exploratory research because this work seeks to understand the reason behind the low level of promotion of local novels in Ghana. This is a phenomenon that I believe has not been duly explored in the country and insights gained from the paper would be helpful to individuals in the industry.

Qualitative research focuses on how people or groups of people can have different ways of looking at reality and also studies behavior in natural settings (Hancock, Ockleford, & Windridge, 2009). This method of research focuses mainly on developing explanations of social phenomena. It focuses on reports on experience or on data that cannot be adequately expressed numerically. There are various approaches that can be

used to gather information for qualitative research. These are ethnography, discourse analysis, conversation analysis, content analysis as well as grounded theory (Hancock, Ockleford, & Windridge, 2009). A qualitative method was used due to the social outlook of this research. This thesis seeks to explore the social phenomenon of reading, writing and publishing in direct relation to the promotion of local novels in Ghana. As all these processes involve the human experience and for this reason qualitative research methods were used to gather data for this paper.

For the purpose of this thesis, the specific qualitative research method I adopted for my project were interviews. Interviews were used because the information that was needed had to do expressly with the experiences and insights that the individuals interviewed had on the topic. These interviews were done on individual basis. This is because the individuals are professionals and also I wanted their responses to be based on their own experiences and unbiased. Some of the interviews were conducted through e-mail because the participant was comfortable with this method. The questions were sent to the intended individual and responses were back for analysis.

An in-depth interview is a qualitative research technique that involves conducting intense individual interviews with a small number of respondents to explore their perspectives on a particular topic (Boyce & Naele, 2006). This is the type of interview that would be conducted on each of the individuals that were chosen for this research paper. In-depth interviews were used to gather information about the topic from the participants that were available to be interviewed and the participants are just a few. For the purpose of this paper the following individuals were interviewed. An expert in communication, two authors, a publisher and a book seller were interviewed. An expert

in communication was interviewed because the publishing industry is a part of the broader industry known as the communication industry. This is because the publishing industry is involved in the dissemination of information in the country. Two Ghanaian authors, these individuals are published authors who have had experience in the industry and have a fair understanding of how the industry is in the country. One of the publishing houses in the country was interviewed in order to get a different perspective as well as an entire picture from both the authors and the publishers. Lastly a bookshop owner was interviewed so as to have a perspective from the market that the books are being sold in.

These interviews were be semi-structured, this means that there is a partial planning of the questions before the interviews are conducted (Woods, 2011). Majority of these interviews were done face-to-face and recorded so that they can be transcribed later for a better analysis of what was discussed.

Documents and papers related to the topic such as academic writing as well as research into the publishing industry; would be analyzed in addition to the interviews that would be conducted. These interviews would constitute primary data that will be collected for the purpose of the paper. Research has been done on the various aspects of the topic that is being researched in the thesis and this is would give the paper much more depth. This would also give insight into the topic from different viewpoints and understandings. These documents would be used to help better understand the proceedings in the publishing industry as well as some of the solutions that have been found for some of the problems that have faced the industry.

CHAPTER FOUR

RESEARCH FINDINGS AND ANALYSIS

For the purpose of research done in this thesis, in-depth interviews were used as a means of gathering information that would be used in the analysis of the problems raised in this thesis. An in-depth interview is a qualitative research technique that involves conducting intense individual interviews with a small number of respondents to explore their perspectives on a particular topic. The topic, The Publishing Industry in Ghana and ways to Promote Local Authors, was discussed with each of the participants in relation to their respective fields in the industry. The identity of the participants that participated in the research for this thesis will not be disclosed by name but by their profession for the reasons of anonymity. The participants would be identified by their professions; Communication Professional, Writer 1, Writer 2, Publisher and Bookseller. These are the experts that were interviewed for the purposes of research. Due to the different professions that are represented by the individuals the questions asked are varied but covered the same basic spectrum of information.

Interviews

The Communicator is a professor at Communications Department of the University of Ghana Legon. She has about twenty years of experience in the publishing industry, from publishing a magazine to teaching a graduate program at the School of Communications at the University of Ghana.

From her interview it was gathered that publishing goes beyond just books into the area of anything that disseminates information. In her opinion, one of the problems that face the industry is the cost of printing. This has made it difficult to properly establish the publishing industry in the country. The reduction reading culture in Ghana, in her

opinion, is a major concern. She came to the conclusion that the era of technology has changed the general need to use the printed material as a means of spreading information in Ghana. This need is still relevant to the educational sector of the country but beyond that everyone gets their news from their devices. E-books and e-publishing is a new trend. 'The publishing industry needs to change how it does business and what it considers publishing', is one of the ways, that she stated, that the publishing industry can stay relevant.

In her opinion, the publishing industry in Ghana has both economic and cultural value to the country and its population. The economic value of the publishing industry is that it promotes job creation. It also aids in the promotion of indigenous material for the indigenes of the country or the locale. The spread of the and the promotion of indigenous is important because as she said, 'every locale generates its own story and each story needs to be harnessed.' This means that we will not be able to tell our own stories as well as fuel the creativity and imagination of future generations if we do not fully develop the industry. Without a strong publishing industry local authors may get the impression that their work is being undermined and they would have to look at publishers outside the country in order to publish their work. From our discussion it was clear that were certain types of publishers in a broad sense of categorization; publishers who would publish your work if you paid for your work to be published or publishers who would not publish work that would not be appropriate for their market. These categorizations are made broadly about the publishing industry outside the country. These categorizations are not largely applicable to the Ghanaian industry. Publishing firms in the Ghana are not well known for any specific specialty. Publishing firms in Ghana should make themselves available

and more visible to authors that would be in need of their services so that the authors are aware of the.

From the discussion with the Communication Expert it was gathered that reading culture in the country has reduced, the cost of publishing in the country is high and has reduced the progress of the publishing industry in the country and also that the publishing industry in the country needs to be developed substantially in order to enable the stories that are being told in the country to be adequately disseminated.

Writer 1 is a self published author of three novels. Her first book was published in the United Kingdom and printed in the United States of America. She started her own business that handled the publishing and printing of her other two books. She re-published her first book which ensured that all her work was published under her own name through her own company and through CreateSpace which is a subsidiary of Amazon. From her experience self publishing has been a difficult experience. Traditional publishers read the draft of authors and edit the work to be a finished product. She intimated that as a self-publisher, the most difficult part of her work was the editing process. With a traditional publishing firm there is an editor who aids in the process and gives a more objective outlook on the story that has been written. Also she has had to manage the entire marketing, promoting and selling process herself despite the fact that she works full time besides being an author. Being a self publisher means that she has had to handle all the intricate details that have to deal with the process. In her opinion, there are not quite a lot of people who are book vendors in Ghana. Those that are available take a rather large commission on the books that are sold. Writer 1 has a problem with the quality of books that are printed in the country. She believes that the books that are printed in the country

do not have the capacity to stand out in international markets. She highlights the need for higher quality printing which would improve the market and give authors the chance to compete internationally. She also highlights the fact marketing and distribution specialization in the publishing industry would be a great help to anyone in the industry.

From discussions with her it was inferred that selling books in the country is difficult and not extremely beneficial to the author if the distribution is done through vendors. The process of self publishing is not an easy task for the author and marketing is one of the hardest part for the author.

Writer 2 is a full time biochemist, who has four published novels and also she is a three time award winning author of children's novels. She won the Macmillan Prize for Africa in 2006 and the Burt Award twice, in 2009 and 2012 respectively. Her first novel was published and printed by Macmillan. Her other novels were published by a local publisher, Kwadoan Publishers and this was because of the requirements of the Burt writing competition. As a full time professional, her biggest problem with her publishing process was the editing process. She always feels the need to go through the edited work to be sure that she was satisfied with the work that was being done. For her, her publishers are very involved in the promotion and marketing of her book so she is not involved in that aspect. From her experience her books that were sold in bookshops moved slower than when her books were sold directly to a ready market. She holds the opinion that electronic entertainment has in more ways suppressed the reading culture in the current generation in Ghana. In her opinion, electronic publishing has become a big part of our world. She also reiterates the expensive nature of printing because of the taxes that are imposed on the materials that are needed to create a printed book. She strongly

suggests that the members of the community as well as the government should encourage creativity and nurture all creative needs that the generation would have, so as to have a stronger and better creative industry.

From the interview with Writer 2 what was found was that if an author has a publisher who is heavily involved in publishing and promotion of a novel the process is not as tedious, the reading culture of the current generation needs to be revived and the creative arts need to be nurtured more in the country.

This Publishing Firm is one of the leading private publishing firms in the country. They have published award winning authors as well as textbooks that are used as both main and supplementary texts by students as well as teachers. For this firm, the industry is good to them and has been that way for a number of years. The education sector of the country is fast growing and this has made that sector of the industry very lucrative. The firm has contracts with mainly primary and secondary schools which makes it much easier for them to reach their target market. In relation to novels, there is a process that the books need to go through. After the manuscript is submitted to the firm, the manuscript is then given to a reader to discern the level of interest that the public would have for the novel. It has been observed by the publisher that the quality of writing that is usually presented as well as the storyline, are not very impressive. For this firm, the quality of both the writing and storylines are one of the major stumbling blocks for the novel industry. The cost of printing both textbooks and novels are high in the country and for this reason books are printed in China and are then brought into the country. Should books be printed in the country, the cost would be transferred to the consumer and would make the product less appealing due to its high cost.

The publishing firm made it clear that the quality of novels that were being brought to publishers to be published was low and the cost of printing is high and for that reason it is more profitable to publish outside the country.

Bookseller, has ran and owned a bookshop for the past fourteen years first on the Spintex road, then on the GIMPA campus and finally in East Legon. From her experience, textbooks are the fastest moving products that the shop has. The children's book section is also an area that sells just as well as the textbooks. She attributes this to the fact that parents, when they buy textbooks for their children, also buy novels for them. The bookshop has started a reading campaign that has been used as platform to revive the habit of reading in students.

She has realized that people want books that are tried and tested, and these are the classics because the parents who are buying the books read the same books growing up and would want their children to read such books. She gave this as one of the reasons why parents and children do not go for new material especially from Ghanaian writers. She advocated for self promotion on the part of the authors in the Ghanaian industry so that parents as well as children are made aware of the books that are out there for them. This would draw the attention of the reading audience towards books that are written by Ghanaian authors and would in effect promote their work. She discussed the ease with which she could acquire numerous titles from one publisher outside the country but from Ghanaian authors there is not a wide range of books from one author. She disclosed that readers are more likely to read more African writers' books if there was a wide range of titles from one particular author that they can select from. Also another problem that found with Ghanaian writers is the fact there was no overall representation for the

majority of the authors. For this reason, they bring their work to the booksellers as individuals and this makes this a tedious process for the bookseller when the time comes for commissions to be paid there are too many calls and enquiries.

The Bookseller made it evident that children can be encouraged to read more through reading campaigns, parents want to give their children books that they the parents have read before and for this reason parents are very particular about the books that they buy for their children. She also suggested that authors in Ghana should try to constantly promote themselves and write more so as to have a wider range of books available for their readers.

From the interviews that were conducted with the professionals similar and varying points of view were brought up about the state of the publishing industry in the country.

FINDINGS

From the interviews that were conducted, one thing that comes across very clearly is the decline in the reading culture of the general population. This simply means that the current generation is reading less and less and this is having a negative impact on the industry as well as on the people. The age of technology has caused a great distraction to the new generation in the form of phones, tablets and also the internet. Individuals in this generation known as millennials spend more time on their gadgets doing other activities either beneficial or detrimental to them than reading a book or any other form of printed material.

Also the quality of writing as well as the quality of the printing in the country seems to have an effect on the industry as there is a lot of competition from other countries. The consensus from these interviews also hold that creativity, in term of creative writing,

should be nurtured in the growing generation. If the creative nature of the population in regards to creative writing is not nurtured in some way or other the quality of creative writing that currently exists would be of extremely low quality and not an adequate representation of the creativity and intellect of the citizens of the country. Other African countries like Nigeria and Kenya have their authors tell the story of their culture for the world to notice and appreciate the same cannot be said for Ghana as the number of individuals who are willing to go into the industry are low and the quality of writing is also poor.

Authors have the obligation to themselves as well as their readers to make their work known and appreciated and should be ready to work to attain this. Authors should make the effort to make sure that the intended market that they are targeting is aware of their existence.

The publishing industry needs to acknowledge the fact that the onus falls on the players in this industry to foster social and cultural cohesion among the people through the work they do. Also the novels and creative works that are produced by Ghanaians need to be properly distributed and promoted so as to raise local appreciation.

CHAPTER FIVE

RECOMMENDATIONS AND CONCLUSION

According to the Chartered Institute of Marketing (CIM), marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. According to CIM the following are the seven P's that are involved in marketing, these are as follows; Product, Price, Place, Promotion, People, Process and Physical Evidence. These seven concepts need to be duly addressed so as to create a good marketing mix for the product or service that is being marketed (Chartered Institute of Marketing, 2009). For every form of marketing, all these concepts or a fair majority of these concepts need to be looked at properly so that the marketing of a product or the service can reach the intended market.

Marketing is the last step of the publishing process and the focal point of this paper. This is the step that ensures that the literary works reach the intended audiences. There are many ways that these books can be given the exposure that is needed to enable them to reach their intended audiences. The 7Ps model of marketing would be used as the basis of the recommendations that will be given in this thesis.

THE 7PS MODEL FOR MARKETING

The 7P's of marketing is a model that is used by marketers in all fields of product and service delivery. The information that will be provided in this section was sourced from information made available by the Chartered institute of Marketing.

The first P in the model is Product. This refers to what is being sold, all the features, advantages and benefits that the consumer will get from buying your product your product or service. The next P is price. Price is the monetary value of a product that is exchanged for the product. This refers to the pricing strategy that is used to gain market. There are different types of pricing strategies that are available to a producer in order to enable them achieve their desired level of profit and at the same time, this gives the producer competitive advantage in the market. The next P is promotion. This refers the promotional activities that would be needed to make the product or service available to the target market. Place is the next P, and it is basically the location where goods and services are going to be bought and sold. People, the next P refers to the people that would be working in the organization and how they relate to the customer. Process, the next P, refers to the manner in which goods and services are going to delivered to consumers. The final P that requires some consideration is Physical Evidence. This is everything that consumers see or feel as they interact with a product or service. This includes the layout, packaging and branding. These seven concepts are deemed as essential to getting a product or service to the required target market (Chartered Institute of Marketing, 2009).

The marketing of novels in the country can benefit from an in-depth revision of the standards that the industry has using this model. The product that is being offered to the public is novels. These are fictional or non-fictional and are written for different groups of people. For a novel to be important to the market there needs to be a clear distinction, made by the author, as to which group of people are being targeted by the literary piece. There are some categories that are established based on the age of the audience that

would be reading the material. These are children, young readers, young adults and adults' categories. These categories give the author a few guidelines as to what kind of material would be appealing to the individuals in these categories. These categories make it easier for novels to reach the required target audience. There are different ways through which the novels in the various categories can be promoted to satisfy the need of that category. For the purpose of this thesis some of the concepts that are applicable focus on price, promotion as well as physical evidence. Ghanaian writers should ensure that for whichever audience they choose to write for, that the material is relatable to the audience. It should be in a context that the reader can be easily see themselves in and in that way fully appreciate and benefit from reading fictional material.

PRICE

Price is the quantity of one thing, money, that is exchanged or demanded in trade of another thing, the product or service (Mariam-Webster, 2017). There are some factors that need to be considered when a product is priced. Some of these factors include but are not limited to cash flow, competitor pricing, related product pricing, customer expectations as well as purchase frequency (Abbot, 2016). Producers of any product look at factors in order to adequately price their products in order to reach any objectives that have been set within the company. A novel is a product like any other and therefore there are factors should be considered in pricing it.

The cost of a product is the amount or equivalent paid or charged for it (Mariam-Webster, 2017). In the pricing of a novel, the largest cost that is incurred is fee for of printing the material. Most Ghanaian publishers do not print their materials in Ghana, this is due to the high cost of printing in Ghana. This is due to the taxes that are imposed on

the materials that are needed to produce these products. Printing novels outside the country are cheaper because countries such as China have cheaper materials and labor. Also materials that are imported into the country that have educational ties have no taxes placed on them, due to Ghana's membership in the United Nations. The country's association allows for member countries to export educational material into the country at no extra cost to them. The quality of the printed material in the country is not very high and deters people from printing in the county.

Due to importation of the printed materials, it makes it more expensive to print in the country. Also the materials that are needed to print the novels are heavily taxed and this makes printing in the country more expensive and makes going to print in other countries a better option. With the reduced cost of printing in another country, books that are printed in Ghana are more expensive than books that are printed in other countries. Also the difference in the quality of printed material does not justify the high cost of low quality printed material in the country. This factor makes it difficult to cover the cost of expensive printing materials because consumers will only pay premium prices for materials that have the particular standard that they expect to pay for.

In addition to the cost of printing, booksellers take a commission on the books that they choose to sell. This commission can range anywhere between 10% – 30% of the price of the book. This can either be an increment to the original price of the novel or it could be a percentage of the original price of the book. For which ever situation the author or the consumer would be affected and this is in some ways deters consumers from buying the product or the author from using a bookseller to adequately promote their works.

PROMOTION

Promotion refers to the activities that would create awareness around the product (Chartered Institute of Marketing, 2009). Promotion is one of the greatest, in relation to the topic that is being discussed for this thesis. These activities are intended to make the target audience aware of the products and services that are available to them. In the era of technology and social media there are many non physical ways that novels can be promoted in order for them to reach their intended market. Social media represents low cost tools that are used to combine technology and social interaction with the use of words. Some platforms that are used for social media interactions include *Twitter*, *Facebook*, *Instagram* and *Tumblr*. These platforms are essential to the brand of the product as well as the producer of the product. Social media helps in creating relationships between the producer and the consumer, it gives the producer, in this case the author, the chance to interact with the readers of their work and in the long run give them a better understanding of what their market wants. This would help them tailor their work to the needs of their market. Social media marketing helps in generating exposure to businesses, increase consumers, sell more products and services as well as reduction in overall marketing expenses (Neti, 2011). Authors in the country as well as publishers should take advantage of these social media platforms so as to reach a larger group of people that would potentially read their work.

Other activities that can be used to promote novels are book readings. A book reading is a promotion activity that involves the author reading an excerpt of their work to an audience. Such an activity gives the author the chance to answer questions that their readers might have based on their previous or current work. This is an avenue to meet the

target market and get some further insight from them. Authors can also go on book tours to allow them move around the country in a bid to promote their work. This effort again affords the author the opportunity to interact and create a personal relationship with their audience. They could also have book signings which will again add to the personal feel that the audience has with the author.

PHYSICAL EVIDENCE

Physical evidence refers to the environment in which the service or product is delivered and where the producer and consumer have a chance to interact, in terms of a service. In the instance of products, it relates to the physical features of the product. It relates to the packaging of the product. The packaging of a product is the first thing that the consumer comes into contact even before they think of trying a product. 'Do not judge a book by its cover' is a saying that some take either literally or figuratively. In the case of marketing a novel, this saying needs to be taken literally. The reader comes into contact first with the cover of the book before they read a book. The cover of a book is the first impression that the book offers the reader. Chip Kidd, a cover designer, said, in his TED talk, that the cover of the book should tell the story that is written by the author. The cover should draw the attention of the reader and cause the reader to want to see what is between the front and back cover (Kidd, 2012).

The branding and the packaging of the product are essential to the publishing industry as the products that they offer to consumers are based largely on the what they consumers see. This brings into question the illustrations on the cover of novels that are written and published in the country. There needs to be a lot more creativity that is put into the creation of book covers so as to give the consumers a desire to read the book.

The various age groups as well as the story should inform the type of cover that a book will have in the long run.

RECOMMENDATIONS

From the information that has been gathered in terms of the problems that face the industry and the issues that some authors face. The quality of printed material in the country, the cost of printing materials, the marketing of the novels as well as the quality of the writing that is put out there for consumption. Here are some recommendations that can be made to the publishing industry in Ghana as well as the government of the country.

One of the biggest problem that was reiterated through interviews conducted was the lack of reading culture in the country. With the general population not having much interest in reading, this is an indication that the amount of literary work that would be produced would reduce because of the lack of interest by the population. This also means that the world does not have the chance to know the stories that are indigenous to the country and to also appreciate the creative writing of the people of the country. The reading culture of the population has to be rekindled through fun and innovative ways that will highlight the benefits of reading and the creative arts. These can be through reading competitions as well as creative writing competitions. Schools can add reading days to their calendars to urge students to read more. The development of a reading culture would give a greater chance for the population, especially the younger generation to develop their creative ability.

Secondly, taxes that are taken off imported educational material and the taxes that are imposed on the materials that are needed for local printing to be made possible need to be revised. The taxes that are imposed on books that are imported need to be reassigned in a way that would level the playing field for both books printed in the country and books

that are printed outside the country and imported in the country. Taxes can be removed from the materials that are imported and placed on the sale of books that are not published and printed in Ghana. When the playing field is levelled out there will be a lot more opportunities in the industry for specialization and this would encourage and force printers and publishers within the country to make sure that their material is able to compete on an international platform.

Thirdly, the quality of the books printed in the country, both in terms of writing and printing needs to be improved. The quality of writing can be improved if only the habit of reading has been inculcated into the people. The printing portion of the industry needs to begin to specialize in order to bring more competition in the industry and also for them to produce work that is worthy of the industry and the country. In the age of technology, the publishing industry should be ready to enter the market of e-publishing. This gives them a larger market both locally and internationally. It gives the author a larger audience and gives the author and the publisher a larger potential for profit.

Fourthly, a book review can be instituted in the country. A book review evaluates and gives a critical analysis of a recently written book. They offer a brief description of the text's key points and often provides a short appraisal of the strength and weaknesses of the book (Purdue University , 2017). It also sometimes has the personal opinion of the writer on the book, on whether it is a good read or not. A book review in the country would lend a higher level of credibility to a book that is published in the country. A book review is important to an author. It offers them public presence and social credibility. A good review is seen as a form of free promotion for the authors book and this increases the publicity of the book. Increase in the publicity of the book means an increase in the

sales of the book, whether in hard or soft copy (Book Publicity Services , 2017). This task of reviewing novels that are published in the country can be taken up by a newspaper agency, a publishing firm or by an association of writers within the country. If this task is carried out diligently and these reviews made available to the public the authors of these novels receive recognition both locally and internationally for the books that they have written. This can serve as an incentive for authors to write and have their work published in the country because they are assured of a medium that would critically assess their work and they will also receive recognition for the work that they put out there. A public book review will give way to other incentive systems that would motivate authors to write and be creative about the stories that they tell.

Lastly, authors and publishers in the country need to realize that there is a need to actively promote the work of authors throughout the country. They need to come to the realization that even though they have created a work of art, that might speak for itself, they need to be aware that if they do not make their audience aware of the work that they do. Authors need to push to have promotional activities for their work. Authors should begin to engage in self promotion activities such as book tours, book readings as well as book signings. These activities will give the author a better connection between the author and their readers.

CONCLUSION

The objectives of this thesis was to explore the modes through which novels are promoted outside Ghana and how novels are promoted Ghana, and to give recommendations on how to better promote authors and creative writing in Ghana. From the objectives this paper was to give a clear distinction between how authors and novels are promoted worldwide in comparison to how authors and novels are promoted in Ghana. It can be seen that there are more promotional activities that authors internationally undertake in comparison to authors in Ghana. These promotional activities are through much wider and productive book fairs that are organized, book tours and book signings. There are also institutions that review books and gives readers a fair idea of what books might interest them. Also the quality of printing and packaging of the books that are published in the international community are of a higher standard and with the world becoming smaller due to technology everyone has certain standards that products made locally or internationally should have and if these standards are not met the products are not going to be heavily patronized.

Ghanaian authors as well as publishers need to be willing to find new and creative ways of making their work appealing to their target market.

RECOMMENDATIONS FOR FURTHER STUDY

This thesis takes a look at the ways that local authors and their work can be promoted. Further research can be done into the other problem areas that face the publishing industry in Ghana. Some of these areas of research can be; the reason behind the fall in the reading culture of the people, the ways to increase creativity in the population, the ways that technology can be used to further the agenda of the publishing industry as well as the ways that Ghanaian books can be promoted internationally. Also the effects of the lack of creative material has had on the world image of Ghana as a country and a people. These areas can be researched further to give the industry a better chance of thriving.

SCOPE AND LIMITATION OF THE STUDY

This thesis looked at novel publishing in the country and the challenges that this aspect of the industry is faces in relation to promotion of published works. A major limitation was contacting a sufficient number of locally published authors and the co-operation of publishing firms.

REFERENCES

- Abbot, H. J. (2016). Factors Influencing Pricing Decisions . *International Journal of Economics and Management Sciences* , 1 (5).
- Altbach, P. (1997). Book Publishing. In UNESCO.
- Asante , F., & Ogawa, F. J. (2017). *The Role of the Ghanaian media in attaining Independence*. Retrieved April 5, 2017, from Government of Ghana:
<http://www.ghana.gov.gh/index.php/media-center/features/1235-the-role-of-the-ghanaian-media-towards-achieving-independence>
- Böker, B. (2012). *Survey on Publishing Sector in Selected Sub-Saharan; Cameroon, Ghana, Kenya, Mozambique, Nigeria, Senegal, Tanzania and Uganda*. Goethe Institut. Franfrurter Buchmesse.
- Blecher, W. L. (2016). *Early African Literature: An Anthology of Written Texts from 3000 BCE to 1900 CE*. (W. L. Blecher, Editor) Retrieved January 11, 2016, from Wendy Laura Blecher: <http://www.wendybelcher.com/african-literature/early-african-literature-anthology>
- Book Publicity Services . (2017). *The Importance of Book Reviews to an Author*. Retrieved April 17, 2017, from Book Publicity Services :
<http://bookpublicityservices.com/importance-book-reviews-authors/>
- Books make a Difference . (2017). *Book Fairs around the world gather millions of books and readers*. Retrieved February 21, 2017, from Books make a Difference :
<http://booksmakeadifference.com/book-fairs/>
- Boyce , C., & Naele, P. (2006). *Conducting In-Depth Interviews : A guide for designing and conducting in-depth interviews for Evaluation Input*. Pathfinder International.
- Carrington, D. (2017, March 2). *The oldest library gets a 21st century facelift*. Retrieved March 28, 2017, from CNN: <http://edition.cnn.com/2016/09/29/travel/worlds-oldest-library-al-qarawiyyin/>
- Chartered Institute of Marketing. (2009). *Marketing and the 7Ps* . Maidenhead, Berkshire, United Kingdom.
- Department for Culture Media and Sport. (2016). *Creative Industries: Focus on Employment*. Department for Culture Media and Sport.

- Doiron, R. (2011). Using E-Books and E-Readers to promote reading in school libraries: Lessons from the field . *IFLA 2011*. Puerto Rico: IFLA.
- Eagleton, T. (2005). *The English Novel: An Introduction*. Blackwell Publishing.
- Garro, L. (2014). *The Importance of Reading Fiction*. University of Central Missouri Warrensburg.
- Ghana Book Publishers Association . (2017). *15th GIBF*. Retrieved April 5, 2017, from Ghana Book Publishers Association: <http://ghanabookpublishers.org/page/gibf>
- Ghana News Agency. (2012, November 12). *Poor reading culture the cause of poor academic performance*. Retrieved April 5, 2017, from Ghana News Agency: <http://ghananewsagency.org/education/poor-reading-culture-cause-of-poor-academic-performance-librarian-52429>
- Ghana Publishing Company Limited . (2016). *Who We Are*. Retrieved September 28, 2016, from Ghana Publishing Company Limited : <http://ghpublishingcompany.com/ghpub/54-2/>
- Gillespie, T. (1994, December). Why Literature Matters. *The English Journal* , 16 - 21.
- Graphic Business . (2013, December 25). *Local printing of books remains uncompetitive*. Retrieved February 21, 2017, from GhanaWeb: <http://www.ghanaweb.com/GhanaHomePage/NewsArchive/Local-printing-of-books-remains-uncompetitive-296180>
- Graphic Communication Group Limited. (2015). *G-PAK Limited* . Retrieved February 21, 2017, from Graphic Communication Group Limited: <http://corporate.graphic.com.gh/gpak.html>
- Hancock, B., Ockleford, E., & Windridge, K. (2009). *An introduction to Qualitative Research*. The NHIR Research Design Service for the East Midlands.
- International Publishers Association . (2015). *The Future of Book Fairs* . International Publishers Association .
- Joy Fm . (2014, October 14). *Local Printers to enjoy tax-waivers on imported raw materials from 2015*. Retrieved April 5, 2017, from My Joyonline: <http://www.myjoyonline.com/business/2014/october-3rd/local-printers-to-enjoy-tax-waivers-on-imported-raw-materials-from-2015.php>
- Kawasaki, G., & Welch, S. (2013). *The Self-Publishing Revolution*.

- Kidd, C. (2012). Designing books is no laughing matter. Ok it is. TED Talks.
- Kolawole, S. (2011). Profitable Textbook Publishing And What Needs To Be Understood. *Association for the Development of Education in Africa*.
- Kwadwoan, P. (2017, January 18). The Publishing Industry in Ghana. (C. Buckle, Interviewer)
- Margolis, E. (1984). The Role of promotion in the Book Publishing process. *Library Trends* , 215 - 222.
- Mariam-Webster. (2017). *Dictionary*. Retrieved March 15, 2017, from Mariam-Webster: <https://www.merriam-webster.com/dictionary/price>
- Mariam-Webster. (2017). *Dictionary*. Retrieved March 15, 2017, from Mariam-Webster: <https://www.merriam-webster.com/dictionary/cost>
- McFadden, G. (1978). 'Literature': a many sided process. *Hernandi* , 49-61.
- Neti, S. (2011). Social Media and its Role in Marketing . *International Journal of Enterprise Computing and Business Systems* , 1 (2).
- Nogueira, C. (2003). Oral Tradition: A Definition. *Oral Tradition* , 2 (18), 164-165.
- Oatley , K., Mar, R. A., & Djikic, M. (2009). The psychology of fiction: Present and future. *The Cognition of Literature* .
- Oatley, K. (2008). The science of fiction; Reading novels isn't just for entertainment, it helps you navigate the complex social world. 42-43.
- Opoku-Amankwa , K., Brew-Hammond, A., & Mahama, K. A. (2015). Publishing for pre-tertiary education in Ghana: the 2002 textbook policy in retrospect . *Educational Studies* , 41 (4), pp. 414-429.
- Peterson, V. (2016, September 22). *The Frankfurt Book Fair - The World's Biggest, Oldest Book Event*. Retrieved February 21, 2017, from The Balance : <https://www.thebalance.com/frankfurt-book-fair-2800145>
- Purdue University . (2017). *Writing A Book Review*. Retrieved April 17, 2017, from Purdue Online Writing Lab: <https://owl.english.purdue.edu/owl/resource/704/1/>
- Queensland Government. (2016). *The 7 P's of marketing k*. Retrieved March 13, 2017, from Business Queensland : <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/marketing-basics/seven-ps-marketing>

- Read, T. (2015). *Where have the textbooks gone?* Washington: International Bank for Reconstruction and Development/ World Bank.
- Sahr, B. (2015, September 1). *7 Reasons why Literature is Important*. Retrieved March 17, 2017, from Odyssey : <https://www.theodysseyonline.com/7-reasons-why-literature-is-so-important>
- The National Archives. (2016). *What is Publishing*. Retrieved September 28, 2016, from The National Archives: <http://www.nationalarchives.gov.uk/information-management/producing-official-publications/publishing-guidance/publishing/>
- The Reading Agency . (2017). *Reading facts*. Retrieved March 28, 2017, from The Reading Agency : <https://readingagency.org.uk/about/impact/002-reading-facts-1/>
- Trochim, W. (2009). *Research Methods*. New Delhi: Biztantra.
- UNESCO. (2003). Retrieved March 28, 2017, from http://portal.unesco.org/culture/en/files/30297/11942616973cultural_stat_EN.pdf/cultural_stat_EN.pdf
- University of Manchester . (2016). *Research Methodology*. Retrieved January 30, 2017, from Faculty of Humanities Study Skills : http://www.humanities.manchester.ac.uk/studyskills/assessment_evaluation/dissertations/methodology.html
- University of South California . (2017, January 28). *Research Guides* . Retrieved January 30, 2017, from USC Libraries : <http://libguides.usc.edu/writingguide/quantitative>
- Wischenbart, R. (2014). *Global Trends in Publishing 2014*. Business Club.
- Woods, M. (2011). *Interviewing for research and analysing qualitative data: an overview* . Massey University , School of Health and Social Services . Massey University.
- World History Project. (2007, January). *Ancient Egypt, Heiroglyphics*. Retrieved March 28, 2017, from International World History Project : <http://history-world.org/hieroglyphics.htm>
- World Intellectual Property Organization. (2006). *Managing Intellectual Property in the Book Publishing Industry*. WIPO.
- Wyk, D. B. (2009). *Research design and methods* . University of the Western Cape .

APPENDIX

Questionnaire questions

Questions for Authors

1. What made you go into writing?
2. Are your books published in Ghana? if yes which publishing firm publishing firm does that?
3. How many books have you published?
4. What problems have you encountered in the publishing process?
5. What other problems have you faced after the publishing of your book?
6. As an author what is your take on the available market for books in the country?
7. As an author what solutions can you offer to some of the problems that you faced in the industry?
8. Do you have any proposed developments that can be put in place to make the process a lucrative and smooth one for the author?
9. What does the future of the industry look like to you?
10. What is the main competition for your books?
11. Who are the main consumers of your books?
12. What can be done to resolve any other problems you have with the industry?

Questions for Publishers

1. When did you (individual or organization) start publishing books in Ghana?
2. What has been your experience?
3. Are authors able to offer their work to be published?
4. What is your criterion if any for choosing to either publish or not to publish a book?
5. How long is the publishing process?
6. What are the taxes that are on the process besides income taxes?
7. Are your services being patronized by creative writers and novelists or just people from the academia?

These questions are subject to change before and during the interview process.