

SECTION A – COMPULSORY

CASE STUDY

NATIONAL SECURITY AND POLITICAL COMMUNICATIONS

Even though there is more discussion about the purpose and reach of strategic communications—communication through words and deeds in support of national strategic objectives—the practice and discussion are still too heavily weighted towards the management of messages rather than the implementation of policy. The purpose of this report is to increase understanding of the potential and function of strategic communications as a tool for implementing policy. It aims to make clear how strategic communication can assist a government in managing and addressing present and upcoming security concerns.

It contends that all levels of government, not just the top, should be involved in strategic communications as it is at the centre of developing and implementing national strategy (including the armed forces, diplomacy, trade and aid). Recent allied actions in Iraq, Afghanistan, and Libya have highlighted the fact that military might alone cannot achieve foreign policy objectives. The mantra that allied forces must also work to win "hearts and minds" to bring about long-lasting peace and stability emphasizes the value of non-military methods and "soft" power in establishing relationships with people both at home and abroad. When properly understood, strategic communications are an essential component of this strategy. In place of the crucial whole-of-government approach, the discussion of the role of strategic communications in national strategy currently too frequently exhibits a "whole of-military" notion and attitude.

Although it is obvious that the Ghana government understands the value of strategic communications, its knowledge and creativity are relatively limited, making it challenging to coordinate and implement policies. Strategic communications' potential is still not fully realized. The ability for communications activity to function as one of the executive levers of national strategy rather than being considered as a merely adjunct would be made possible by a more comprehensive grasp of strategic communications. Strategic communications should be about achieving the desired ends of national strategy, not just by utilizing the communicative power of military and non-military deeds, if they are properly understood

and designed. Strategic communications are not just about words, explaining intentions or actions. Influence is a key strategic commodity that is supported by strategic communications. To accomplish national strategic goals, good collaboration across and outside of government is necessary.

A strategic communications framework must be integral to strategic planning, as well as the creation and implementation of policies, given the importance of influence to the development of national strategy. The ideal way to achieve strategic communications is not through a set, distinct, or central structure, such as an "Office for Strategic Communications." What is required is a common strategic communications philosophy that permeates every state department as well as all levels of national strategy and policy. Instead of creating additional formal frameworks, what would encourage the essential adjustments in current practice is the promotion of a strategic communications culture. This entails developing an interactive, self-sustaining structure that enables the sharing of knowledge and experience among leaders, communicators, actors, and stakeholders. The focus of strategic communications in each event will vary depending on the type of crisis or plan, the target audience(s), and the tools at hand to influence or effect change. The need for high-level political "ownership" is therefore essential, but it also necessitates adequate funding and a strategy that integrates all levels of government as well as specific ministries.

QUESTION ONE

You have been engaged as a Marketer for the governing party to help in promoting the image of the party. Write a report to the top hierarchy of the party detailing

- a) The communication plan that can be used for the next two (2) years as they prepare towards the 2024 elections. **(20 marks)**
- b) Identify any **five (5)** challenges that the governing party will face during this campaign. **(10 marks)**
- c) Identify any **five (5)** importance of political communication. **(10 marks)**

(Total 40 marks)

SECTION B – ANSWER THREE QUESTIONS ONLY FROM THIS SECTION

QUESTION ONE

You are the newly recruited marketing officer for a political party in Ghana that has never won an election since 1992. Produce a memo for the party in which you explore

- a) The use of new media in election campaigns
- b) The implications of using new media for the party in general
- c) A reasoned set of actions which you believe your party should take to capitalize on the opportunity or prepare itself for threats.

(20 marks)

QUESTION TWO

Political parties have to build relationships with the voter population and to increase the voter numbers during elections. Using the six-market model explain how political parties can build relationships with their target population.

(20 marks)

QUESTION THREE

Political party funding has been a major discussion among stakeholders in the political space in Ghana since 1992.

- a) Identify and explain any **four (4)** types of fund-raising techniques that political parties can use. **(12 marks)**
- b) Prioritise **two (2)** of the four mentioned in (a) above and justify your selection. **(8 marks)**

(20 marks)

QUESTION FOUR

A successful political campaign needs a very good theme to be in place.

- a) Explain the theme development process for a political campaign **(15 marks)**
- b) State any five (5) characteristics of an effective political campaign theme **(5 marks)**

(20 marks)

QUESTION FIVE

You have been appointed as the political marketing strategist for one of the lesser-known political parties in Ghana and council of elders have asked you to write a report which considers

- a) a draft marketing plan that can be used to project the party's identity in the 2024 elections. **(15 marks)**

- b) identify and explain any **five (5)** characteristics of a leader that the party will need to project its image/identity in the 2024 elections. **(5 marks)**

(20 marks)