



Mass media as social innovations in the lives of older adults in Ghana

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Abstract

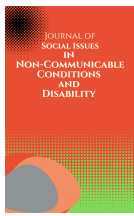
This study sought to investigate the importance of radio listening and television viewing as social innovation strategies in improving healthy ageing among older people in Ghana. By enlisting 11 older adults in a descriptive qualitative study, the purpose of the study was to gain insight into older person's television viewing and radio listening habits, as well as their attitudes and opinions on numerous programs on radio and television towards their healthy ageing. The outcomes of this study show that older adults view television and listen to the radio to receive health-related information and obtain entertainment to regulate mood swings and stress, with media consumption taking place mostly at home, especially when they are alone. However, older persons have expressed considerable displeasure and opposition to certain radio and television programs, claiming that such components increase their mood swings and affect their health. It was recommended that the state should collaborate with journalists to refine or institute programs, on both television and radio, that will benefit older adults towards achieving healthy ageing. The mass media should endeavor to include information on health, lifestyles eating behaviors, health care, and the heterogeneity of older people's situations and experiences to influence older adults' health-related policies and practices.

Key words

older adults, radio, television, Ghana, habits, wellbeing, healthy ageing

Key points

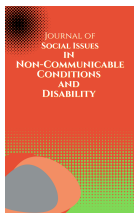
1. This study investigates the importance of radio listening and television viewing as social innovation strategies in improving healthy ageing among older people in Ghana
2. The study investigated older person's radio listening and television viewing habits, as well as their attitudes and opinions on numerous programs on radio and television towards healthy ageing.
3. The study findings show that older adults view television and listen to the radio to receive health-related information and to regulate mood swings and stress.
4. Study findings could be used to refine programs on both television and radio, which will benefit older adults towards achieving healthy ageing.



Introduction

With shifting circumstances and technological advancements, media has developed greatly over time. Mass media studies, which include a wide range of forms such as television, newspapers, radio, films, magazines, and commercials, have become one of the most essential components in sociological studies and have grown to play a crucial role in modern society (Chang & Cheung 2009). Media is split into two groups based on its complicated message delivery system: (1) non-internet media, which comprises traditional media like television, newspapers, magazines, and radio, and (2) internet media, which includes novel online media like the internet and social networking sites (Hoskins et al., 2004; Lin, 2013). Both of these media formats have the ability to influence the audience's mood and behavior, as well as represent their unique views and tastes, and hence affect their well-being (Lee & Park, 2014; Wong & Lam, 2005). There has recently been a lot of evidence about older adults' media consumption and scholars have paid close attention to the growing engagement of older individuals with new types of media (Edewor et al. 2016; Ojembe & Kalu, 2019). According to existing literature, mass media does not only reorganize traditional social relationships in areas such as class, gender, religion, culture, medicine, consumption, political activities, and education, but also that the programs broadcast on this media have a significant impact on people's wellbeing (Fausset et al, 2013; Fausset et al, 2013; Farley, 2003; Macionis, 2004; Henslin, 2005). Various African and Chinese studies have demonstrated that older adults tend to use media as their primary source of daily information and amusement as their social network shrinks (due to declining physiological function or financial ability) (Edewor et al., 2016; Ojembe & Kalu, 2019; Liao, Chiu, Yueh, 2012). The introduction of the media, has boosted the image of older people by making them more stylish and vibrant as well as gaining a great lot of respect and popularity (Chang & Cheung 2009). The media's promotion of a favorable image has given elderly people more self-assurance (Chi, 2000). Furthermore, a recent study has highlighted older people's internet access and internet usage patterns, particularly in relation to health, and digital skills (Hanninen, Tiapale & Luostari, 2021; Taipale, Oinas & Karhinen 2021). Despite the fact that these subjective sensations are crucial markers of an individual's quality of life, there is no doubt that media usage may alter several aspects of the quality of life among older persons (National Communications Commission, 2017). More importantly, although evidence suggests that older adults patronize the media, traditional media consumption by older persons, such as television, and radio, has gotten little attention with few studies exploring the lived experiences of older adults and traditional media (radio and television) roles towards healthy ageing. As a result, the general image of older individuals' traditional media use has remained rather restricted, with a strong preference for digital media outlets (Hanninen et al., 2021).

Also, available evidence suggest that some older persons in Africa prefer listening to the radio and watching television (Ali, Shakir, & Aslam, 2019; Mansour, 2021; Ojembe & Kalu, 2018; Ojembe & Kalu, 2019). This could be attributed to several reasons. First, they may lack technological knowledge, such as their incapacity to use the internet or read newspapers or they may have developed a habit of using non-internet media (such as watching television, reading newspapers and magazines, and listening to the radio) and genuinely think that modern communication technologies cannot replace non-internet media (Fuchs & Horak, 2008;



Nimrod, 2017). Furthermore, geographical distance from the family which has decreased mobility may prevent older persons from meeting their social needs, leaving them lonely but with few opportunities to participate in social contact (Nzabona et al., 2016; Teater et al., 2021). Due to older adults' mobility issues, some older adults in Africa tend to listen to the radio or watch television to release boredom and loneliness, a shred of evidence towards healthy ageing (Nzabona et al., 2016; Ojembe & Kalu, 2018). The assertion illuminates the evidence in the literature that mass media had a role in the later lives of older people as a substitute for social contact that relieved feelings of isolation and loneliness by diverting viewers' attention away from themselves (Chang & Cheung 2009; NZ on Air, 2001). The current study is unique because it explored how the older adults in Ghana experience the media (both television and radio) roles towards healthy ageing in a developing context in the global south where internet usage and technology is rather problematic for the older adults. The urgency of the current study is supported by the existing evidence that when the social circle of older adults shrinks as they get older, radio listening and television viewing improves their mental health (Block et al., 2017; Mare et al., 2019; Stadler, 2012) especially now, when the pandemic of the novel coronavirus illness 2019 (COVID-19) has compelled many older individuals to remain at home. In light of the foregoing rationale, the current study was designed to investigate watching television and listening to the radio as social innovation strategies towards healthy ageing by determining the preferred types of programs, impacts on older adults' health and the lived experiences of older adults listening and view types of programs that improve their health on radio and television in Ghana. This is because in Ghana, despite several studies conducted on older adults' functionality and well-being (Abekah-Carter et al., 2022; Awuviry et al., 2021; Newton et al., 2021) not much is known about the impacts of radio and television on the health of older adults. The researchers believe that if listening to the radio and watching television have a positive impact on older people's health, there would be important implications for the health and social services in Ghana through policy development and improvement in social services.

Methodological approach

For this study, a descriptive qualitative research design was used. The use of a qualitative descriptive technique allows for a more in-depth comprehension of research participants' narratives on important topics (Lambert & Lambert, 2012; Sandelowski, 2000). Data were collected from 11 suitable older persons in southern Ghana using semi-structured interviews. The researchers' goal was to study and present a descriptive report based on the participants' assertions, not to dispute, anticipate, or generalize. This research approach was chosen since the study's goal is to acquire insights from participants about their television viewing and radio listening habits (Neergaard et al., 2009; Sullivan-Bolyai et al., 2005). The authors decided to query the phenomenon with the understanding of the literature study and no prior theoretical underpinnings, as allowed by the qualitative approach, in order to allow for an in-depth exploration of participants' experiences (Sandelowski, 2010). All older persons in Berekum aged 60 and above were included in the study's target population. Berekum is a town in Ghana's Bono region with a population of about 10,000 seniors as of 2010 (Ghana Statistical Service, 2013). This study region was chosen because the first author had observed many older folks listening to the radio and watching television as a result of the various local radio stations



cropping up in the community. The researchers were able to purposefully recruit 11 older persons who were 60 years or older, lived in the study area, were fluent in Bono and Twi and could hold a conversation with no hearing problems, either with or without a hearing aid. The researchers supplied verbal information about the research and requested their consent to participate in the study after contacting possible participants using purposive and snowballing techniques. Those who expressed interest in participating in the study had their contact information taken and were contacted within 24 to 48 hours to confirm their decision to participate. Only 11 of the more than 30 older persons contacted confirmed their inclusion status. After that, the primary caregivers of these elderly people were visited and informed about the study and its significance. They (older adults) were also promised their anonymity and confidentiality. The participant's data was collected over a three-month period (November 2021–February 2022). An interview guide was utilized to collect data for this study's research instrument. The participants chose to be interviewed at their homes. This interview guide was created to encourage participants to give a detailed account of their daily television and radio viewing and listening habits. The interview questions covered a wide range of topics, including the advantages of listening to the radio and watching television, programs they dislike, and their opinions on programs that were broadcast. Each participant was interviewed once, with each interview lasting around 100 minutes. All interview sessions were audio-recorded with participants' consent. The audio-recorded data from the interviews was promptly transcribed after each session. The interview transcripts were analyzed using a qualitative Thematic Analysis (TA) (Braun & Clarke, 2006). The ability of the TA to allow for a description of the participants' perspectives with a minimum of interpretations made it appropriate for this investigation (Braun & Clarke, 2006; Holloway & Todres, 2003). N-Vivo (v12) was used as a management tool to make the interview analysis easier. All of the TA's six steps were followed to the letter. This includes familiarizing yourself with all of the transcribed material by reading it thoroughly. The production of initial codes was the second phase. Themes were developed in the third phase of the thematic analysis by looking at all of the codes found. In the fourth stage, these themes were reviewed again, and the reliability of the individual themes was checked against the individual transcript. The fifth step involved defining and refining the developed themes, while the sixth and final stage involved writing a report on the findings (Braun & Clarke, 2006). The major factors employed to establish the study's trustworthiness were credibility, transferability, dependability, and confirmability (Lincoln & Guba, 1986).

Ethical considerations

The Ethics Committee within the Social Studies Department at the University of Education, Winneba granted ethical approval and clearance to conduct this study. Furthermore, all participants verbally consented to participate in the study. Other vital ethical considerations, such as respect, privacy concerns, anonymity, and voluntary participation were all upheld. In the African context, older persons are revered as custodians of culture and are accorded the upmost respect in society (Agyemang & Tei-Muno, 2022). In conducting this research, the researchers ensured that the dignity and worth of older persons were respected by using appropriate language tones in asking questions and seeking clarifications. Furthermore, the participants were informed that their participation in the research were voluntary hence, they could opt out at any time without consequences. The participants also indicated that they

wanted to remain anonymous, hence, in reporting the findings of this research, pseudonyms were used in place of their real identities to ensure anonymity.

Results

Demographic characteristics of older adult were that males made up the majority of the older adults in the study. Furthermore, the older adults' ages ranged from 60 to 69. Six (6) of the older adults were married, four (4) were widowed, and one (1) older adult had divorced. Table 1 shows the demographic characteristics of the older adults in greater detail.

Table 1: Demographic information of participants

<i>Participant (P)</i>	<i>Age</i>	<i>Marital Status</i>	<i>Sex</i>	<i>Education</i>	<i>Occupation</i>
<i>P1</i>	62	Married	Male	Primary	Farming
<i>P2</i>	62	Married	Male	Primary	Unemployed
<i>P3</i>	66	Married	Male	Primary	Farming
<i>P4</i>	64	Married	Male	Tertiary	Retired
<i>P5</i>	64	Married	Male	None	Businessman
<i>P6</i>	60	Widow	Female	None	Unemployed
<i>P7</i>	63	Widow	Female	Primary	Farming
<i>P8</i>	61	Widow	Female	Primary	Trading
<i>P9</i>	69	Married	Male	Tertiary	Retired
<i>P10</i>	65	Widowed	Female	Primary	Farming
<i>P11</i>	63	Divorced	Female	JHS	Trading

Organisation of findings

In analyzing the data from this descriptive study, broad themes were developed and discussed with NVivo version 12. The questions asked in the interviews were targeted at understanding participants' perspectives on radio listening and television watching, as well as their significance.

The study found relevant findings regarding older adults' expressions on ways television and radio programmes enhance functional capacity and well-being, as well as the demerits of these programmes. Specifically, four major themes emerged from the data as follows: 1) Source of entertainment for mood regulation 2) Contents considered beneficial to health ageing 3) Contents considered unbeneficial to healthy ageing 4) Recommended contents for radio/television for healthy ageing. Besides these sources, older adults suggested ways by which

radio and television stations should restructure their contents towards healthy ageing. The themes as discussed as follows:

Source of health information

The responses and feelings of older individuals about the role of radio and television programs in their life are presented in this theme. Many of the participants were found to rely on radio and television for health information which aided their functionality. They stated that some traditional and private doctors market their health products and services primarily through radio and television announcements, which gave them the necessary information about their health needs. Some of the participants had the following to say:

I feel very happy when listening to the radio because I enjoy whatever they say in the news whether good or bad. At least I know what is happening around me and in other countries as well. (P3) I am sometimes educated especially on health issues as well because sometimes some health experts advertise their products and services through announcements. So it is really helpful. I get informed and educated. (P4)

One of the participants expressed that through radio and television, she is able to get information about COVID-19 and its related social distancing measures as well as how to prevent the spread of the virus and where and when to seek vaccination and medical support. She had this to say:

They both update me on current events such as the corona virus pandemic. I wouldn't have known the social distancing and other measures to help prevent the spread of the virus but thanks to radio and television, the news of COVID-19 is everywhere. (P10)

Source of entertainment for mood regulation

This theme discusses how television and radio might help older people be happier and healthier by controlling their moods. It also encompasses those activities or programs that serve as a source of amusement and help older folks regulate their moods. The older persons stated that some television and radio programs keep them entertained, particularly when their friends or family members are unavailable. Some of the participants stated that listening to music and videos on the radio and television makes them happy since it reminds them of their younger days. Irrespective of the constraints the older individuals encountered owing to age they saw these activities as extremely significant as they serve as their source of joy and mood swing relaxation. Some older male individuals regard sporting programmes presented on radio and television as their primary source of happiness, mood control, and amusement. Other participants stated that they watch movies, notably comedic movies from both local and foreign

sources to release stress. These provide them with relaxation and joy, particularly when their caregivers and other relatives are unavailable to give them comfort. Some of the participants had this to say:

I feel happy when I listen to Radio and watch television programmes, especially entertainment shows. I listen to songs too and it makes me happy. Sometimes when nobody is around I like watching such programmes to make me happy. (P5)

I watch funny movies and action movies. It is not boring at all. It makes me laugh, when I do not feel like talking or I don't have anyone to talk to I shift my attention to watching television. At least it will not make me feel moody. (P4)

Radio/television contents beneficial to healthy ageing

The researchers wanted to know what types of programs older adults liked to patronise in order to figure out where they got their entertainment and regulation of their mood swings. On the radio, older individuals listened to programs about culture and customs such as marriages, festivals, funeral announcements, and health discussions. They love to listen to those programs because it reminded them of their childhood and youthful days which makes them relaxed and happy. This gives them the opportunity to teach their grandchildren such cultural practices and allows them to socialize with their grandchildren. Others mentioned that they listen to and watch religious programming such as sermons. They do this on a regular basis since they are unable to attend church owing to illness. As a result, they take advantage of the opportunity to develop their relationship with God while also providing companionship. Some of the participants had the following to say:

On television, I do watch programs that discuss marriage and love. I watch this because marriages in current times do not last so I tend to learn the cause of these failed marriages. I sometimes call my children to watch with me. In the process I teach them about how to sustain their marriages, I always feel happy and proud when doing that, in fact, I even forget that I am sick when I am doing that with my children and grandchildren. (P6)

I mostly listen to preaching and sermons. The preaching enlightens me about my Christian life and the news tells me more about what's going on in the world. It keeps me bonded with God and deepens my relationship, even if I feel lonely the sermons inspire me and I do not think. (P8)

Radio/ television content unbeneficial to healthy ageing

This issue depicts the discontent of older adults with the television and radio programs they consume. In general, it was discovered that older persons are dissatisfied with certain types of radio and television programming. Ten of the eleven older persons who

took part in the study said that some of the television stations' programming featured quack pastors and fetish priests known as "sika duro" which always irritates them and leads to mood swings. Some of the participants stated that some pastors deceive their viewers and listeners and that some (elderly individuals) had fallen victim to their schemes which mostly frustrate them. Other participants stated that foreign content, such as telenovelas, dominates some television stations' programming modern pop music and music videos with nudities and advertisements of alcoholic beverages and aphrodisiacs put them in an uncomfortable state especially when they are listening and watching such programmes with their grandchildren. The employment of English to host radio and television programs was a source of concern for many older adults. They indicated concern about their inability to comprehend and interpret English-language programs, and voiced a desire for such programs to be broadcast in the local language. Some of the participants shared the following:

There are more adverts on alcohol and music videos that show bad values to children and the youth. Those programmes do not help at all. I feel shy when some videos are shown on television in the presence of my grandchildren. I do not feel comfortable at all, sometimes it even increases my blood pressure. (P10)

I hate all programs hosted in the English language. I barely hear a word. They speak in English and I don't understand. They may be talking about something important but because I don't understand I may not get to know them. This always makes me feel bored and angry. (P8)

The older adults expressed their unhappiness by commenting and blaming the government for allowing programmes that do not promote their well-being and functionality to flood Ghana's radio and television screens. Five of the participants stated that there appears to be no institution in place to regulate the actions of such programs and that the government should take steps to censure or prohibit such programs or stations from functioning. Some of the participants commented as follows:

I don't like what has taken over the television scenes. Hmmm! I don't know why the Ministry of Communication and the Ghana Communication Authority is doing this. Instead of them showing programmes that will make us happy are keeps us from our anxieties they rather allow them to broadcast irrelevant content. They do not sanction such television stations. Who even gives them media rights? Is it not the government? The government is to be blamed for all these. Nowadays programmes on television and radio do not benefit us. (P9)

Recommended content for healthy ageing



This study found that, despite the fact that some radio and television programs are detrimental to the older adults' well-being and functional capacities, they still value radio programs and have suggested ways for radio and television stations to structure their programming to benefit their daily functionality and well-being. Radio and television programs, according to the participants, should reflect more on Ghanaian history, culture, traditions, and customs. Seven of the participants suggested that Ananse stories, puberty rites, old age traditional marriage traditions, local theater and movies, traditional games, and proverbs be broadcast on radio and television in the local dialect on a regular basis since such programmes make them happy and regulate their mood swings. According to the participants, such programmes will help them transmit Ghanaian culture and traditions to their grandchildren, a fulfillment they are hoping for. They believe that such programs should be broadcast on a regular basis since it is the only avenue they get to interact and bond with their grandchildren which makes them happy and improve their functionality and wellbeing. However, in order to avoid diluting the actual aim of such programmes, these older individuals advise that such programs should be hosted by competent anchors who are well-versed in older adults' needs and Ghanaian culture and traditions.

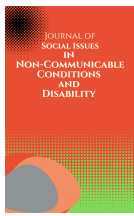
Furthermore, some older persons desire additional health programs to be broadcast on radio and television. Eight of the participants believed that such health programs would teach them how to eat a balanced diet, how to take their prescriptions, and maintain personal hygiene to improve their well-being. Some of the older adult participants commented as follows:

Programmes of health should as well be presented more so that we can know how to eat well, and take some drugs.
(P1)

I wish they introduce the olden day's contents, such as "ananse story". Such programmes should be brought back. It makes us bond with our grandchildren and makes us feel relaxed and happy. (P2)

Discussion

To the best of our knowledge, this is the novel and first study to looked into the use of conventional media as social innovation strategies towards older adults' heathy ageing in the global south particularly in Ghana. The finding that older adults' daily routine included listening to the radio and viewing television is similar to Taiwan's National Communications Commission (2021) finding, which indicated that some older persons spend time watching television and radio. This also corroborates findings of studies conducted in Ghana and other African contexts (Dovie, 2021; Nzabona et al., 2016; Issahaku, 2022). The study uncovered some key findings about the favorable influence of radio and television programs on older people's well-being and life satisfaction. The outcomes of this study suggest that the primary objectives for using radio and television were to receive health-related information, as well as to obtain entertainment in order to regulate mood swings and relaxation, with media consumption taking place mostly at home, especially when they are alone or with their grandchildren. Since the majority of the participants were accustomed to using radio and

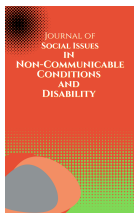


television as their primary sources of health information and amusement, radio and television have become an important component of their daily functionality and well-being. The current findings supports existing research that suggests that listening to the radio and viewing television are useful for gaining health-related information (Agyemang-Duah et al., 2020), fostering a sense of belonging and well-being in older persons (Krause et al., 2018; Pype, 2016), and serving as a social surrogate (Schäfer and Eerola, 2020; Schäfer et al., 2020).

The study also found that different forms of radio and television content could be linked to various listening motivations and consequences. According to the comments of the participants, spoken content (e.g. news, interviews, discussions, announcements) provided health information, whereas movies, music, cultural issues, and sermons supported reminiscing, mood regulation, and relaxation, thus providing companionship. Participants expressed their personal preferences clearly in this regard, often clarifying their choices by identifying the types of programs they did not enjoy. Given that the goals of radio broadcasting include entertaining and informing the listening audience (Agyemang-Duah et al., 2020; Fombad & Jiyane, 2019; Hudson, 2014; McClung et al., 2007; Watson, 2013), it's not surprising that participants said their radio listening and television watching provided them with health information as well as enjoyment and mood regulation. This again demonstrates that in Ghana, the participation of some older persons with television and radio was dependent on their preferences for content-based programming. When it came to content preferences, many of the participants chose cultural-related and health shows. This suggests that, to some extent, listening to the radio and viewing television can help older people's psychological health and life satisfaction in their daily lives. The elderly's social network is also expanded by television and radio (Kalyango & Adu-Kumi, 2013), which improves their psychological health and life happiness in later life.

The study also found that outcomes, such as company and comfort, mood regulation, and relaxation could be classified and interpreted as positive in nature and as evidence of how radio and television could have positive benefits for well-being in older age. This supports the well-known benefits of music on radio and television for well-being (Krause et al., 2018; Forde et al., 2009; Ewart, 2011), implying that significant findings from research on music listening and well-being might be transferred to radio and television. Listening to the radio and watching television to manage their moods was indicated by several participants, who also mentioned watching local movies and listening to sermons. This is unsurprising given that one of the most common reasons people listen to music is to regulate their mood (Lonsdale and North, 2011; Schäfer et al., 2013). However, it's worth thinking about because this study has supported prior research that has linked having more control over listening to radio and television in everyday life to more positive mood shifts (Krause et al., 2015). It is crucial to highlight, however, that listeners may not be aware that their listening affects their emotions and that they may still gain from this benefit even if they are unaware (Krause, 2020), thereby contributing to healthy ageing.

It should also be acknowledged that listening to the radio and watching television might have a detrimental effect on older adults' emotional states. Previous studies on the beneficial and detrimental uses of music suggests that the potential of listening as a coping method should be



carefully considered (McFerran and Saarikallio, 2014; Saarikallio et al., 2015). This also applies to reminiscing as a listening result, because what is heard or watched is often not positive. This supports studies' findings that there is growing evidence that music can help with memory and reminiscence in elderly people (Istvandity, 2017), nevertheless careful evaluation of radio and television is required (Krause, 2020).

According to the older adults some radio and television programs were unpleasant. They attributed their displeasure and opposition to certain radio and television programs to claims that they were unhealthy for their well-being and daily functioning. This could be due to the fact that such programs are seen as alien to older adult's cultural environment and counterproductive. This demonstrates that cultural factors have a significant role in what older adults watch and listen to, particularly when they are surrounded by individuals who share similar interests, practices, and traditions and/or are from the same area (Meyer, 2015; Foxwell, 2012). This also implies that radio and television programs, particularly community radio and television, should tailor their programming to specific needs (Meadows and Foxwell, 2011) to promote feelings of happiness, cultural values, and other advantages that targets older adults. While it is clear that radio and television presenters have an impact on people's continuous radio and television engagement (Stiernstedt, 2014; Vision critical, 2018), the current findings also reveal that older persons form relationships with the radio and television presenters they hear on the radio and television. As custodians of culture and tradition, this bond can have a beneficial or negative impact on their psychological well-being and future expectations.

The above findings have implications for how radio and television might be used as broadly accessible and relatively inexpensive instruments for preserving and enhancing functionality and well-being to promote healthy ageing among older individuals. Given that Ghana's elderly population has reached 976,000 in 2021, (PHC,2021), it was necessary to explore what role radio and television can play as a social innovation strategy in promoting healthy ageing. The findings of this study could be used in future interventions with older persons to identify certain television and radio programs that may appeal to their functionality. To do this, the government should collaborate with journalists to increase their understanding of demographic trends and their implications for society, both positive and negative. Some potential issues of interest, such as the pension system, health care, shelters, food security, financial security, their role as custodians of culture, eating habits, ageing disorders, and the heterogeneity of older people's situations and experiences, may be highlighted to the media. More attention might be placed on older individuals, their various lifestyles, issues, and coping mechanisms. The outcomes of this study suggest that radio and television content providers better personalize communication tools to match the requirements and desires of older persons. Content developers should also address the physical and emotional and mental aspects of older adults. Finally, the current study's finding that conventional mass media use is still the most prevalent habit among Ghana's current older population deserves more scholarly consideration. As a result, government policy should look into media practices of older adults in different cultural contexts, use a more precise measurement of media use, and relate to both media platforms and types of content to see if there are any links between multiple media use and the older adults' physical and emotional well-being. The current study has certain limitations, however, these limitations point to some interesting areas for future investigation. For example, because the



study sample is limited and only includes older adults who live in a city, more research is needed to include those who live in rural and distant areas. Furthermore, the study did not directly assess the viewpoints of older persons who do not listen to the radio and watch television, and more studies are needed to include the perspectives of older adults in the future. These restrictions, however, had no bearing on the study's findings. As a result of the study, presenters' behaviors that are not always well-liked by listeners, particularly older persons, can make them feel concerned and uncomfortable. This necessitates further research into how radio and television hosts and audiences engage and interact when contemplating how radio and television programs might improve well-being. Also, future research can analyze the role of radio and television hosts in fostering cultural advantage among older adults. Such research will add to our understanding of the role of various media in the lives of older people, as well as the impact of diverse media practices on well-being and healthy ageing.

Conclusion

This study has established how radio and television can be used to promote older adults' health in Ghana. It is, therefore, prudent for radio and television stations in Ghana to teach and disseminate health information to older persons, as well as actively impact healthy support. The study has established that television and radio hosts' behaviors that are not always well-liked by listeners, particularly older persons, can make them feel concerned and uncomfortable and increase stress and affects their wellbeing. Therefore it's so intriguing to investigate how health information could be disseminated to older individuals via radio and television in order to promote well-being and healthy habits and behaviors.

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Author's contribution

All authors contributed to the successful completion of this paper. All authors approved the final manuscript.

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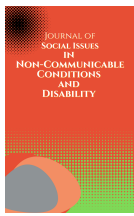
The authors did not receive any financial support for authorship for the conduct of this study.

Competing Interest

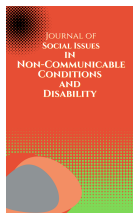
The authors accept that no competing interest exist in the conduct of this study

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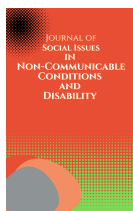
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