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RESEARCH

Interests	rhetoric · political communication · media and rhetoric
Areas	Sociology and Political Science · Literature and Literary Theory · Communication · Information Systems · Experimental and Cognitive Psychology · Philosophy

RESEARCH SUMMARY

33	150	7	3	1.26	15%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 33 publications listed below, 1960–2025. Field-weighted impact is the mean over the 20 works scored for it; 1.00 is the world average for works of the same field, type and year. 3 of the 20 papers scored for it are among the world's most cited tenth for their field, type and year.

PUBLICATIONS

Journal articles 31

1. Grace Nana Aba Dawson-Ahmoah, Lawrencia Agyepong, **Eric Opoku Mensah** (2025). "Tilapia Da Conceptual Blender": A Cognitive Linguistics Approach to Ghanaian Political Cartoons. *Journal of Communications Media And Society (JOCMAS)*. https://doi.org/10.63772/jocmas.v10n1.3
2. Rhoda Akueteh, Daniel Odoom, Kwaku Baah-Acheamfour, **Eric Opoku Mensah** (2024). Information for Development: Unveiling the Views of Ghanaians on Community Information Centers as Mass Communication Tools. *African Journal of Empirical Research*. https://doi.org/10.51867/ajernet.5.3.73
3. Daniel Odoom, Lawrencia Agyepong, Christopher Dick-Sagoe, **Eric Opoku Mensah** (2024). Unveiling the social media landscape: exploring factors influencing usage patterns among tertiary education students in Ghana. *Education and Information Technologies*. https://doi.org/10.1007/s10639-024-12944-0
4. Daniel Odoom, **Eric Opoku Mensah**, Festus Annor Frempong, Christopher Dick-Sagoe, Lawrencia Agyepong (2023). Assessing the Effectiveness of Government Communication on Public Policy in Ghana: The Case of Planting for Food and Jobs Policy. *PanAfrican Journal of Governance and Development (PJGD)*. https://doi.org/10.46404/panjogov.v4i2.4850
5. Daniel Odoom, **Eric Opoku Mensah**, Christopher Dick-Sagoe, Ka Yiu Lee, Ernest Opoku, Joseph Obeng-Baah (2023). Examining the level of public awareness on the Sustainable Development Goals in Africa: An empirical evidence from Ghana. *Environment Development and Sustainability*. https://doi.org/10.1007/s10668-023-02959-x
6. **Eric Opoku Mensah**, Daniel Odoom, Lawrencia Agyepong (2023). Frequency and Adequacy of Media Information on the Sustainable Development Goals: A Ghanaian Case Study. *EAST AFRICAN JOURNAL OF EDUCATION AND SOCIAL SCIENCES*. https://doi.org/10.46606/eajess2023v04i04.0306
7. **Eric Opoku Mensah**, Godwin Etse Sikanku, Eric Kwame Adae, Nana Kwame Osei-Fordjour (2023). Political Communication in an Emerging Democracy: A Framing Analysis of President Akufo-Addo's 2021 Inaugural Address. *Journal of Communications Media And Society (JOCMAS)*. https://doi.org/10.63772/jocmas.v9n1.3
8. **E. O Mensah**, C. A Da-Costa, I Piyuori, M. E. A Arkoh, O. A Matey, E. N Badu, S Tijani (2023). Radio and Sustainable Food Production in Ghana: Citi Fm's Local Rice Campaign in Perspective. *Environmental*

Technology and Science Journal. https://doi.org/10.4314/etsj.v13i2.9

9. Godwin Etse Sikanku, Nana Kwame Osei Fordjour, **Eric Opoku Mensah**, Kwamena Kwansah-Aidoo (2022). A Comparative Analysis of Hillary Clinton and John Mahama's Concession Speeches in the 2016 US and Ghanaian Presidential Elections. *Howard Journal of Communications*. https://doi.org/10.1080/10646175.2022.2090877
10. **Eric Opoku Mensah** (2022). COVID-19 pandemic, personal hygiene and dietary behavior of Ghanaians: From the perspective of inhabitants of Burma Camp, Accra. *LWATI: A Journal of Contemporary Research*. https://www.ajol.info/index.php/lwati/article/download/232797/219896
11. **Eric Opoku Mensah**, Caroline Aboagye Da-Costa (2022). Decolonization of indigenous language media practice in Ghana: Myth or reality? *Arụmarụka Journal of Conversational Thinking*. https://doi.org/10.4314/ajct.v2i1.5
12. Daniel Odoom, **Eric Opoku Mensah**, Festus Annor-Frempong, Christopher Dick-Sagoe, Van Crowder (2022). Promoting Gender Equality as a Strategy for Community Development in Ghana: Moving Beyond the Rhetoric. *E-Journal of Humanities Arts and Social Sciences*. https://doi.org/10.38159/ehass.2022393
13. **eric opoku mensah** (2021). A comparative analysis of students' technology uses during Covid-19 lockdown in Ghana. *Covenant Journal of Communication*. https://journals.covenantuniversity.edu.ng/index.php/cjoc/article/view/2644
14. **Eric Opoku Mensah** (2021). Perception of public relations practice among selected Chief Executive Officers (CEOs) in Ghana. *Communicare: Journal of Communication Studies*. https://www.academia.edu/download/88965578/COMMUNICARE_ARTICLE_IKE_TANDOH.pdf
15. Jacob Nyarko, **Eric Opoku Mensah**, Basil Hamusokwe (2020). Donor Aid and Private Investment: Their Interplay With Media Development. *SAGE Open*. https://doi.org/10.1177/2158244020920618
16. **EO Mensah** (2020). In response to the "wind of change": the statecraft of Kwame Nkrumah. *African Yearbook of Rhetoric*.
17. **eric opoku mensah** (2019). Actions and Reactions to the Evacuation of Guantanamo Bay Detainees to Ghana: A Content Analysis of Daily Graphic Online Reporting. *Aussie-Sino Studies*. https://www.academia.edu/download/59861947/Guantanamo_Detainees_Ghana_P1-P1020190625-60449-1c7ua68.pdf
18. **EO Mensah** (2019). The constraint of a rhetorical invention: Kwame Nkrumah and the organization of African unity. *Lagos notes and records*.
19. Jacob Nyarko, **Eric Opoku Mensah**, Stephen Kwame Owusu-Amoh (2018). Achieving media independence through legal and regulatory measures: A formality or reality? *Cogent Arts and Humanities*. https://doi.org/10.1080/23311983.2018.1455625
20. **Eric Opoku Mensah**, Sandra Freda Wood (2018). Articulations of feminine voices in Ghana's parliament: a study of the Hansard from 2010-2011. *AFRREV LALIGENS An International Journal of Language Literature and Gender Studies*. https://doi.org/10.4314/laligens.v7i2.6
21. **Eric Opoku Mensah**, Stephen Owusu-Amoh, Jacob Nyarko (2018). The global imperialism project: lessons from television, movies and radio. *African Research Review*. https://doi.org/10.4314/afrrev.v12i4.1
22. **EO Mensah** (2016). Collective memory, merging enemies, consistency of word and place: Nkrumah's rhetorical artefacts in the "Positive Action" protest. *African Yearbook of Rhetoric*.
23. **Eric Opoku Mensah** (2016). Pan Africanism and civil religious performance: Kwame Nkrumah and the independence of Ghana. *The Journal of Pan-African Studies*. https://www.academia.edu/download/80102030/JuneJuly-5-Mensah.pdf
24. W Coker, **Eric Opoku Mensah** (2014). Global media and the end of the nation-state: myth or reality? *African Nebula*. https://go.gale.com/ps/i.do?id=GALE%7CA467048562&sid=googleScholar&v=2.1&it=r&linkaccess=abs&issn=18377963&p=AONE&sw=w
25. **Eric Opoku Mensah** (2013). In response to the "Wind of change" : the statecraft of Kwame Nkrumah. *African Yearbook of Rhetoric*.
26. **Eric Opoku Mensah**, Wincharles Coker (2013). Negotiating rhetorical exigencies : President Mahama's

address at the National Democratic Congress on August 30, 2012. *African journal of rhetoric*.

27. **Eric Opoku Mensah** (2012). The Yutong Bus: Representations of a New Ghanaian Political Metaphor. *Theory and Practice in Language Studies*. https://doi.org/10.4304/tpls.2.1.118-125

28. **Eric Opoku Mensah** (2011). Centre for Rhetoric Studies, University of Cape Town South Africa. *Entangled in the Web of the Past: Evidence from Our Birth and Naming, Celebration of Anniversaries and Memories of the Past..... 175 CHAPTER 12: The rhetoric of medical migration in Africa: mitigating the phenomenon within a complex matrix of citizens' rights*. https://www.academia.edu/download/34115128/DISTANCE_FORUM-VOL_3.PDF#page=120

29. **Eric Opoku Mensah** (2011). The Metaphor: A Rhetorical Tool in Some Selected Speeches of Martin Luther King, Jr. and Kwame Nkrumah. *Language in India*. https://search.ebscohost.com/login.aspx?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=19302940&asa=Y&AN=71522654&h=QeSSGxRmE0lDAdzsEKIebMJ2nxhZxWISblhF6Rl6j%2BAbRLC34vLtZyE7RXniIr67i3F9ECPIJeknaGjA2DyObQ%3D%3D&crl=f&crawlloc=cf:z%2F0532713497&crawllib=RD201104.LIB

30. **Eric Opoku Mensah** (2007). Collective memory, merging enemies, consistency of word and place : Nkrumah's rhetorical artefacts in the"Positive Action"protest. *African Yearbook of Rhetoric*.

31. **Eric Opoku Mensah** (1960). The Constraint of a Rhetorical Invention: Kwame Nkrumah and the Organization of African Unity. *Lagos Notes and Records*.

Reports 1

1. **eric opoku mensah** (2015). Establishing ethos and envisioning a new Africa: Kwame Nkrumah's invention at the 1958 All-African People's Conference. *University of Namibia*. http://repository.unam.na/bitstream/handle/11070/1560/Mensah_establishing_2015.pdf?sequence=1

Theses 1

1. **Eric Opoku Mensah** (2014). The rhetoric of Kwame Nkrumah: analysis of his political speeches. *University of Cape Town*. https://scholar.google.com/scholar?cluster=11288797050330411325&hl=en&oi=scholarr