

Wincharles Coker

Senior Lecturer · Communication Studies
University of Cape Coast

ORCID [0000-0001-7350-5040](https://orcid.org/0000-0001-7350-5040) · Google Scholar scholar.google.com/citations?user=JMoUZaUAAAAJ&hl=en · Profile scholar.ucc.edu.gh/staff/f8ebb04c-dbc0-432b-8d89-503d35c7a253

RESEARCH

Interests Political Communication · Communication Theory · Rhetorical Studies · New Media Studies · Interpretive

Areas Communication · Literature and Literary Theory · Sociology and Political Science · Philosophy · Social Psychology · Anthropology

RESEARCH SUMMARY

54	173	7	5	2.16	18%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 54 publications listed below, 2009–2026. Field-weighted impact is the mean over the 22 works scored for it; 1.00 is the world average for works of the same field, type and year. 4 of the 22 papers scored for it are among the world's most cited tenth for their field, type and year.

PUBLICATIONS

Journal articles 47

1. Abednego Adjei Baffour, Wincharles Coker, Noble Kwame Asare (2026). Addressing communication barriers to public understanding of climate change in selected coastal communities in Ghana. *Journal of Applied Communication Research*. <https://doi.org/10.1080/00909882.2026.2712442>
2. Wincharles Coker (2026). In Defence of the Coups: Apologetic Rhetoric, Democratic Recession and the Popular Allure of Putschists in the Sahel. *Insight on Africa*. <https://doi.org/10.1177/09750878251409054>
3. Wincharles Coker (2026). Journalistic Questioning in a Ghanaian Presidential Press Conference. *Communicare Journal for Communication Studies in Africa*. <https://doi.org/10.36615/pjqhbh03>
4. Abednego Adjei Baffour, Wincharles Coker (2025). A Comparative Study of Climate Change Awareness and Perception Among Selected Coastal Communities in Ghana. *The Journal of Environment & Development*. <https://doi.org/10.1177/10704965251336315>
5. Wincharles Coker (2024). Resisting the Tyranny of Convention: The Politics in/of Kairos in Ghanaian Presidential Rhetoric. *African Journal of Rhetoric*. https://doi.org/10.10520/ejc-aar_rhetoric_v16_n1_a12
6. Wincharles Coker (2024). Vlogging truth to power: a study of the postcolonial rhetoric of disenfranchised Ghanaian migrants' political vlogs. *Critical Studies in Media Communication*. <https://doi.org/10.1080/15295036.2024.2393253>
7. Wincharles Coker (2023). 1 Symbolic communication of face masking in Ghana. *Communicative Perspectives on COVID-19 in Ghana: At the Intersection of Culture, Science, Religion and Politics*. https://books.google.com/books?hl=en&lr=&id=qXLREAAQBAJ&oi=fnd&pg=PT26&dq=info:qUfhleCP3-sJ:scholar.google.com&ots=o0WZ4PiCqo&sig=2GbrsQof_3U_zO-G4H1lf7-xJRY
8. Wincharles Coker (2023). A Philosophical Perspective of Communication. *Journal of Communications Media And Society (JOCMAS)*. <https://doi.org/10.63772/jocmas.v9n1.6>
9. Wincharles Coker, De-Valera N. Y. M. Botchway (2023). A RHETORIC OF CHINA'S EXPLOITATION OF RELIGION IN WEST AFRICA. *KENTE - Cape Coast Journal of Literature and the Arts*. <https://doi.org/10.47963/jla.v3i2.1263>

10. Wincharles Coker (2023). Beyond technophilia: A critique of media globalization. *Cogent Arts and Humanities*. <https://doi.org/10.1080/23311983.2023.2224602>
11. Wincharles Coker (2023). "Soon as I saw him, my heart skipped a beat." A structure analysis of romantic narratives by young Ghanaian women. *Qualitative Research Reports in Communication*. <https://doi.org/10.1080/17459435.2022.2080756>
12. Wincharles Coker (2022). Exploration of Public-Speaking Anxiety among Novice Instructors at a Ghanaian University. *The African Journal of Information and Communication (AJIC)*. <https://doi.org/10.23962/ajic.i29.13772>
13. Wincharles Coker (2022). Unpacking African rhetorical theory in an African game. *Asemka A Bilingual Literary Journal of University of Cape Coast*. <https://doi.org/10.47963/asmka.v11i2.1618>
14. Wincharles Coker (2021). The Current State of Communication Education in Ghana: A Critical Analysis of Stories from the Field. *Journal of Development and Communication Studies*. <https://doi.org/10.4314/jdcs.v8i2.4>
15. Wincharles Coker, Richmond S. Ngula (2021). The black hole in science journalism: A study of journalism students' accommodation strategies of scientific writing. *Legon Journal of the Humanities*. <https://doi.org/10.4314/ljh.v31i2.1>
16. Wincharles Coker (2021). "Godsplaining": Toward a Theory of Religious Capital in Political Rhetoric. *Journal of Black Studies*. <https://doi.org/10.1177/00219347211029316>
17. Coker, Wincharles (2019). The question of rhetorical agency in scientific communication: A case study. *DOAJ (DOAJ: Directory of Open Access Journals)*. <https://doi.org/10.5278/ojs.globe.v9i.3518>
18. Wincharles Coker (2018). Post-truth, the Print Media and Political Messages in Ghana. *Covenant Journal of Communication*. <https://journals.covenantuniversity.edu.ng/index.php/cjoc/article/view/1221>
19. Wincharles Coker (2018). The Politics of Curriculum Design in Instructional Communication in Ghana. *Athens Journal of Mass Media and Communications*. <https://doi.org/10.30958/ajmmc.4-4-2>
20. Wincharles Coker (2018). The governmentality of journalism education in Ghana. *Legon Journal of the Humanities*. <https://doi.org/10.4314/ljh.v29i1.6>
21. Wincharles COKER (2018). Transgressive Rupture or Subversive Culture: A Semiotic Deconstruction of Staetopygia in West African Cinema. *Abibisem Journal of African Culture and Civilization*. <https://doi.org/10.47963/ajacc.v7i0.42>
22. Wincharles Coker (2016). Western Cinema and the Work of Empire: Turning the Spotlight on the Orient. *International Journal of Cross-Cultural Studies: Vol. 5, Nos. 1-2*. https://books.google.com/books?hl=en&lr=&id=qPchDQAAQBAJ&oi=fnd&pg=PA52&dq=info:3xcHB4Y_6jgJ:scholar.google.com&ots=svytZLCFe1&sig=tHSJkIXkiA_Mg68R9fBYJp3IUUpo
23. Philip Arthur Gborsong, Joseph B. A. Afful, Wincharles Coker, Osei Yaw Akoto, Rita Twumasi, Araba Baiden (2015). A Needs Analysis of Undergraduate Students of Communicative Skills: The Case of Tertiary Institutions in Ghana. *Open Journal of Modern Linguistics*. <https://doi.org/10.4236/ojml.2015.55037>
24. Wincharles Coker (2015). Between old and new: Cognitive dissonance and the politics of research. *Journal of interdisciplinary studies in education*. <http://www.ojed.org/jise/article/view/1477>
25. Wincharles Coker (2014). Beyond Self Containment: On the Politics of Culture and Identity in a Glocal Society. *International Journal of Society, Culture & Language*. https://www.ijscsl.com/article_3185.html
26. Wincharles Coker (2014). Book review: Beatrice Quarshie Smith, Reading and Writing in the Global Workplace: Gender, Literacy, and Outsourcing in Ghana. *Discourse & Communication*. <https://doi.org/10.1177/1750481314540232a>
27. 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>
28. Wincharles Coker (2013). Language and communication in a structuralist society. *Language, Discourse & Society*. https://www.language-and-society.org/wp-content/uploads/2018/11/language_discourse_society_3-1.pdf#page=10

29. 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*.
30. Wincharles Coker (2013). Overt communication or covert rhetoric: A study of American medical informed consent forms. *Asian Journal of Humanities and Social Sciences (AJHSS)*. https://www.academia.edu/download/76561296/Overt_20Communication_20or_20Covert_20Rhetoric.....pdf
31. Wincharles Coker (2013). Public Opinion, and Propaganda in 20th Century America: The Case of the Lippmann/Dewey Debate. *Journal of Society and Communication*. <https://scholar.google.com/scholar?cluster=2517972055217429676&hl=en&oi=scholar>
32. Wincharles Coker (2013). SMS texts on radio in Ghana. *Mass Communicator: International Journal of Communication Studies*. <https://indianjournals.com/article/mcomm-7-1-001>
33. Wincharles Coker (2012). Department of Communication Studies University of Cape Coast. *Between Language and Literature: A Festschrift for Professor Kofi Edu Yankson*. <https://scholar.google.com/scholar?cluster=5482059564041938320&hl=en&oi=scholar>
34. Wincharles Coker (2012). Mobile communication and the culture of self-expression: The case of smsing to radio in Ghana. *Journal of Media and Communication Studies*. <https://academicjournals.org/journal/JMCS/article-full-text-pdf/347CB7114061>
35. Wincharles COKER (2012). Overcoming the stigma: A conversation analysis of interviews with people living with HIV/AIDS on Ghana Television. *Language Discourse & Society*. <http://repository.uin-malang.ac.id/5823/7/5823.pdf#page=138>
36. Wincharles Coker (2012). Referral trends among students of the Communicative Skills course in a Ghanaian university. *English for Specific Purposes World*. https://www.researchgate.net/profile/Francis-Abude-2/publication/339054794_Referral_Trends_among_Students_of_the_Communicative_Skills_Course_in_a_Ghanaian_University_Referral_Trends_among_Students_of_the_Communicative_Skills_Course_in_a_Ghanaian_University/links/5e3b1aac458515072d82e54e/Referral-Trends-among-Students-of-the-Communicative-Skills-Course-in-a-Ghanaian-University-Referral-Trends-among-Students-of-the-Communicative-Skills-Course-in-a-Ghanaian-University.pdf
37. Wincharles Coker (2012). When Men of God Go Wild: A Study of Flaming in Sermonic Discourse on a Ghanaian Radio Network. *International Journal of Social Sciences & Education*. <https://scholar.google.com/scholar?cluster=2320705999714389024&hl=en&oi=scholar>
38. Wincharles Coker (2011). A preliminary report on first year university students' knowledge of basic grammar: The case of the University of Cape Coast, Ghana. *Current Research Journal of Social Sciences*. <https://www.academia.edu/download/81151419/v3-399-405.pdf>
39. Wincharles Coker (2011). Climate change broadcast in Ghana: The role of a campus radio network. *International Review of Social Sciences and Humanities*. http://www.irssh.com/yahoo_site_admin/assets/docs/10_IRSSH-87-V2N1.51195444.pdf
40. Wincharles Coker (2011). Freedom of speech and the discourse of flaming in Ghana: Evidence from radio panel discussions. *Abibisem Journal of African Culture and Civilization*. <https://doi.org/10.47963/ajacc.v4i.881>
41. Wincharles Coker (2011). INSIDE THE BURKEAN PARLOR: ON THE RHETORIC OF SCIENCE, TECHNOLOGY, ENGINEERING, AND MATHEMATICS STUDENTS. *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/34115246/DISTANCE_FORUM-VOL_3.PDF#page=71
42. Wincharles Coker (2011). Love and language: A socio-rhetorical analysis of love texts on a Ghanaian radio network. *Language in India*. <https://languageinindia.com/jan2011/v11i1jan2011.pdf#page=4>
43. Wincharles Coker (2011). Power struggle in a female group discussion: The case of a Ghanaian university. *Language, Society and Culture*. <https://ir.ucc.edu.gh/server/api/core/bitstreams/7d033743-74f5-4960-a225-86aa1c69d424/content>
44. Wincharles Coker (2011). SMS and the electronic media: A discourse analysis of text messages on radio

panel discussions in Ghana. *Unpublished M Phil Thesis. University of Cape Coast, Ghana.* <https://ir.ucc.edu.gh/server/api/core/bitstreams/c909e769-ac1e-4851-8dae-277357b3a427/content>

45. Wincharles Coker (2010). Persuasion and sermonic discourse: an analysis of a Ghanaian charismatic church. *Drumspeak: international journal of research in the humanities.* <https://www.africabib.org/rec.php?RID=344763919>
46. W Coker (2010). Rethinking the SMS epiphany: Devolution or evolution. *Paper delivered at Faculty of Arts Public Lectures, University of Cape Coast, Ghana.* <https://scholar.google.com/scholar?cluster=1580873334210407487&hl=en&oi=scholar>
47. W Coker (2009). Can" t talk now, pls txt me": Gender differences in the use of text messages among university students in Ghana. *Paper delivered at Faculty of Arts Public Lectures, University of Cape Coast, Ghana. 29th September.* <https://scholar.google.com/scholar?cluster=13650171169310243013&hl=en&oi=scholar>

Book chapters 4

1. Wincharles Coker (2024). Rhetorical Empathy in Ghanaian Presidential Communication During the COVID-19 Health Crisis. *Political Communication in Sub-Saharan Africa, Volume II.* https://doi.org/10.1007/978-3-031-44320-6_14
2. Wincharles Coker (2024). Selling by persuading: The rhetoric of student entrepreneurs on social media. *Entrepreneurship and Enterprise Development in Africa.* <https://www.elgaronline.com/edcollchap/book/9781803925417/book-part-9781803925417-16.xml>
3. Wincharles Coker (2024). West African Dissent Theory: The Ambiguity of Intervention in Technopolitics. *Black Communication Theory Volume 2.* https://doi.org/10.1007/978-3-031-69495-0_15
4. Wincharles Coker (2016). A rhetoric of visual humor on Facebook. *Analyzing language and humor in online communication.* <https://www.igi-global.com/chapter/a-rhetoric-of-visual-humor-on-facebook/156880>

Reports 2

1. Wincharles Coker (2022). Ghana in the Geopolitics of Africa: A Diachronic Perspective of Strategic Political Communication. *Galda Verlag.* <https://scholar.google.com/scholar?cluster=3691944137788046940&hl=en&oi=scholar>
2. Wincharles Coker (2014). When a Woman is Nude: A Critical Visual Analysis of "Harlem" Photograph. *University of Cape Coast.* <https://ir.ucc.edu.gh/server/api/core/bitstreams/c707d097-40eb-4df1-9109-962b68f229fd/content>

Theses 1

1. Wincharles Coker (2016). Engaging practice in communication education: Institutional politics, knowledge economy, and state power. *Michigan Technological University.* <https://search.proquest.com/openview/347c63a9a176521d843eeda256593e76/1?pq-origsite=gscholar&cbl=18750>