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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=qXLREAAAQBAJ&oi=fnd&pg=PT26&dq=info:qUfhleCP3-sJ:scholar.google.com&ots=o0WZ4PiCqo&sig=2GbrsQof_3U_zO-G4H1If7-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. *Asɛmka 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_Mg68R9fBYJp3IUpo
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.ijscl.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=scholarr
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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=scholarr
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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=scholarr
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

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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=scholarr

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=scholarr

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