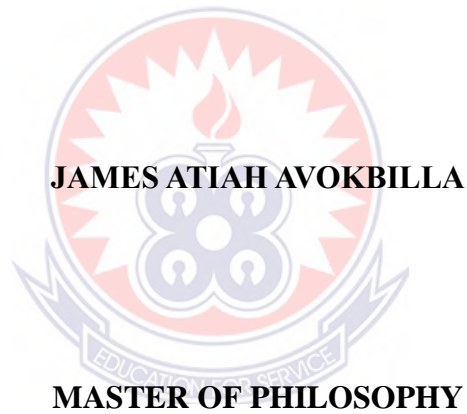


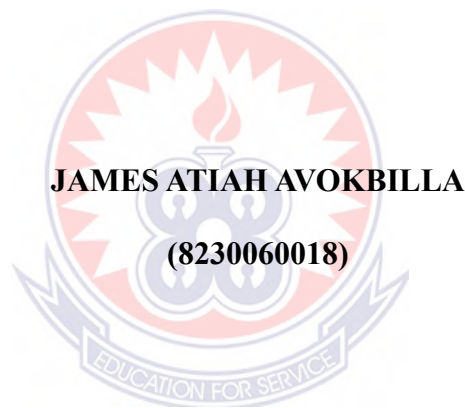
UNIVERSITY OF EDUCATION, WINNEBA

**AN ANALYSIS OF GHANAIANISMS IN SELECTED BUSINESS LETTERS
IN GHANA**



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IN GHANA**



**A thesis in the Department of English Education,
Faculty of Foreign Languages Education, submitted to the school of
Graduate Studies, in partial fulfillment
of the requirements for the award of the degree of
Master of Philosophy
(English Education)
in the University of Education, Winneba**

NOVEMBER, 2025

DECLARATION

CANDIDATE'S DECLARATION

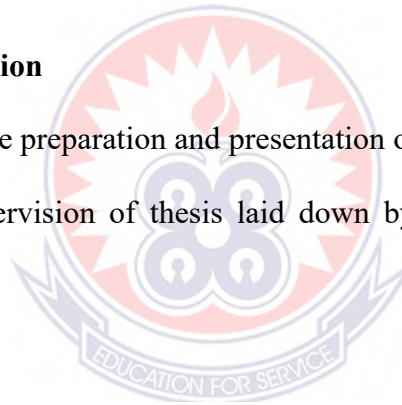
I **James Atiah Avokbilla**, hereby declare that this thesis is the result of my original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature:.....

Date.....

Supervisor's Declaration

I hereby declare that the preparation and presentation of this thesis were supervised by the guidelines on supervision of thesis laid down by the University of Education, Winneba.



Supervisor's Name: Dr. Peace Chinwendu Israel

Supervisor's Signature

Date

DEDICATION

To my wife and children, Mrs. Ateah Kate, Avokbilla Wisdom Awinba and Avokbilla Jessica.



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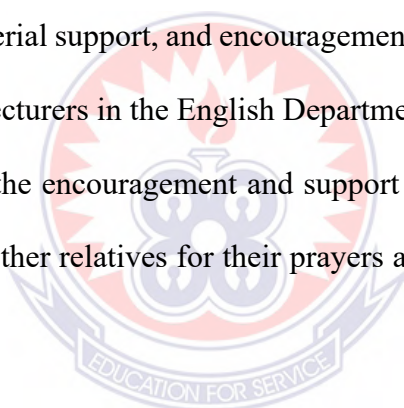


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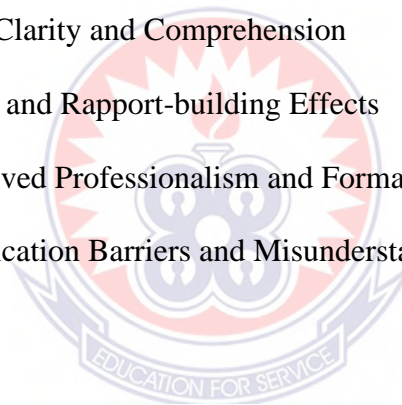
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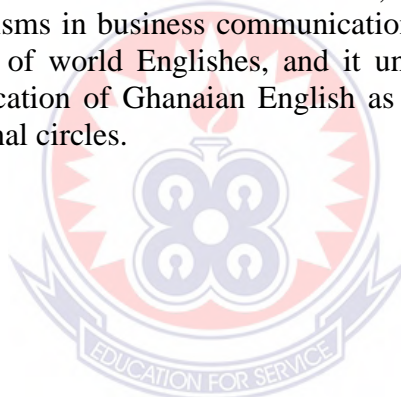
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ABSTRACT

This qualitative study examined Ghanaianisms in selected business letters in Ghana with the aim of uncovering their communicative effectiveness. The study hinged on the Sociolinguistic theoretical framework, and content analytical design was employed for the analysis of the data. Through the purposive sampling technique, 40 business letters from four local companies in the Bawku West District of Ghana were sampled for this study. The data were collected using the business letters from the four local companies. Distinctive features of Ghanaianisms were identified and their impact on communication clarity, effectiveness, and cultural appropriateness were assessed. The findings revealed different categories of Ghanaianisms which were based on their linguistic features such as omission of articles, spelling variation, borrowed local lexical items, loan words, the use of proverbs and idioms. The study concludes that Ghanaianisms are an integral part of Ghanaian business communication, with lexical, syntactic, and semantic features all playing significant roles in shaping the language used in business correspondence. Based on these findings, the study recommends that the distinctive features identified in the selected business letters should be regularized and studied in the educational institutions in Ghana to enhance effective communication among local and international business players. It further suggests a comparative study of Ghanaianisms across different business sectors, and longitudinal study on the evolution of Ghanaianisms in business communication. This study contributes to the broader understanding of world Englishes, and it underscores the need for greater recognition and codification of Ghanaian English as a legitimate variety within the academic and professional circles.



CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The English language is one of the languages used in every part of the world for various purposes. The English language was initially transplanted in Great Britain, the language later from the British Isles was transported to the United States, Canada, Australia, and other places by traders, soldiers, and settlers, Greenbaum (1996). The English language in the beginning spread when some British natives migrated to the United States, New Zealand, and Canada for colonization. In Australia, however, the English Language was moved there when the British sent prisoners there. The language spread to many parts of the world through the activities of Christian missionaries, trading, and colonization. This spread has been defined and described by language scholars, using various models.

Kachru (1985) used three concentric circles to describe and explain the spread of native British English to other parts of the world. He identified the following, the inner circle, the outer circle, and the expanding circle respectively. Kachru explained that the inner circle refers to native speakers, meaning those who speak English as a first language or mother tongue. The outer circle refers to speakers in countries where English is used as a second language. These countries are known to be former colonies of Great Britain. The last circle (expanding circle), is where English performs no official function in these countries, rather it is seen as a foreign language. Many scholars have criticized Kachru's (1985) model, which has brought about the modification of the model by scholars such as Gorlachn (1988), Modiano (1999), and McArthur (1987), which intends to move away slightly from the geographical classification. The principle

underlying all these models is to describe the nature of the spread of native English to other parts of the world.

Ghana is a multilingual country with over eighty indigenous languages spoken across the nation, according to available literature (Ghana Statistical Service, 2021 Census).

English is the official language and lingua franca in Ghana.

These Ghanaianisms are linguistic expressions, phrases, idioms, and speech patterns that are uniquely Ghanaian in origin and frequently used in various forms of communication. It is a fact that English has undergone and continues to undergo indigenization because of its contact with the many Ghanaian languages in the country.

This has created what is generally described as Ghanaianisms.

Ghanaianisms have become part of the linguistic stock of Ghanaian users of English.

Ghanaianisms are found in almost all domains including governance, media, education, law, business, and others. Most of these Ghanaianisms are recorded or documented in the form of glossaries, Dako (2003).

Despite the many works of researchers and other language scholars, people still do not want to pay attention to the prevalence of Ghanaianisms and the sociocultural role Ghanaianisms play in the linguistic range of Ghanaian users of English, hence no attempts have been made to identify and possibly codify this emerging variety. As a result, many scholars and researchers still refer to Ghanaianisms as markers of deviation from the British Standard English, mainly because they have not been codified.

Currently, in Ghana, there seems to be no unilateral agreement on the validity of Ghanaianisms (henceforth, as people still have doubts about whether distinctive features of the variety are real innovations or are simply markers of deviation from a

standard native norm (Adika 2022). Thus, one major obstacle to Ghanaianisms is its lack of proper recognition and acceptance in the country.

Business communication in Ghana is influenced by both global business practices and the local Ghanaian context. The presence of Ghanaianisms in this realm raises questions about how they impact the clarity, effectiveness, and cultural relevance of business interactions. Understanding the prevalence, nature, and impact of these Ghanaianisms is essential for achieving successful cross-cultural communication in Ghana's business landscape. This work aims at identifying and understanding the nature of Ghanaianisms in business English Communication, particularly business letters and other relevant records. It seeks to classify these distinctive features and examine how they impact effective communication in the business realm. By this, we can clearly understand their origin and communicative impact in the business communication realm. Finally, further attempts will be made to show the communicative effectiveness of Ghanaianisms in business documents, especially business letters. This work will try to highlight how Ghanaian users of this distinctive feature can effectively convey their feelings and messages in writing. To a very large extent, the prevalence of Ghanaianisms in Ghanaian writings reflects their cultural and social orientation.

1.2 Statement of the Problem

Varieties of English spoken across the globe that are non-native have gained a lot of attention from both non-native speaker researchers and native speaker researchers. Many researchers have done a lot of work on varieties of English identified in different parts of the world which include Nigerian English (Alo & Igwebuikwe, 2012; Foluke, 2012), Singaporean English (Chang, 2008), Chinese English (Wang, 2009), and others.

These works have contributed enormously in identifying and determining the acceptability of varieties of English through the establishment of the distinct features.

In similar situations, many studies have described the prevalence and nature of Ghanaianisms in all aspects of the language such as the lexical aspect (Ngula, 2014; Sey, 1973; Dako, 2003), grammatical perspective (Nimako, 2008; Huber, 2012 & Sey, 1973; Wiredu, 2012), the phonological aspect (Appartaim, 2012; Sey, 1973) and from the semantic perspective (Sey, 1973). Apart from these studies, other researchers such as Owusu-Ansah (2012) have shown evidence of Ghanaianisms in many aspects of language use such as students' writing and in the media. These studies stressed the fact that there is a Ghanaian variety of English, except the works of Ahulu (1994), Sey (1973), and Nimako (2008) which have a different view about the prevalence of the Ghanaian English variety.

Furthermore, there have been many studies on various aspects of Ghanaianisms in language use in Ghana which were geared towards describing and classifying the distinctive feature of Ghanaian English within the linguistic space in Ghana.

The researcher believes that there is a distinctive feature of the Ghanaian English because of the evidence available in some research works as well as his personal interaction with the linguistic features in this work, and the only way these Ghanaianisms could gain proper acceptance within the linguistic space in Ghana is through the proper description, classification, and codification of the variety. The study supports earlier works that believe the existence of a distinctive feature unique to Ghanaian English. This is because language plays a significant role in shaping the conversation in business communication and ensuring effective management of marketing strategies. Poor communication could cause an organization to lose money

and reputations. It is against this background that this study seeks to examine the existence of Ghanaianisms in business communication, particularly some selected business letters in Ghana.

Notable researchers have contributed to the study of language and communication in Ghana, yet a gap exists in research focusing on linguistic features unique to business letters. Asante- Darko (2020) delved into language context and Ghanaian English, while Adomako (2019) explored cultural values and communication strategies in Ghanaian business context. Ngula (2011) Investigated Ghanaian English and spelling pronunciation, and Quansah (2019) delved into code-switching practices in Ghanaian radio broadcasts.

Akoto (2021) analyzed language variations and change in Ghanaian English, and Osei-Tutu (2022) examined language choices in Ghanaian advertising campaigns.

Despite these studies, there is a dearth of research specifically on the presence and impact of Ghanaianisms in business letters in Ghana. The researcher believes that these distinctive features should properly be classified and codified to ensure its recognition within the linguistic space in Ghana.

1.3 Research Objectives

The following are the objectives of this study. To:

1. Identify Ghanaianisms in the selected business letters in Ghana.
2. Classify the identified Ghanaianisms in the selected business letters into categories
3. Examine the communicative effectiveness of these Ghanaianisms.

1.4 Research Questions

1. What Ghanaianisms exist in the selected business letters in Ghana?
2. What categories can they be classified into?
3. How communicatively effective are the Ghanaianisms in selected business letters in Ghana?

1.5 Significance

This study holds several key implications for both academia and business practice. From an academic standpoint, it contributes to the understanding of language use in business contexts, shedding light on the interplay between linguistic features and effective cross-cultural communication. Additionally, it extends the existing body of knowledge on Ghanaian linguistics by focusing on the unique linguistic features within business letters.

From a practical perspective, the findings of this research will provide valuable insights for businesses operating in Ghana, aiding them in crafting communication strategies that align with the cultural preferences of the Ghanaian audience.

By understanding the impact of Ghanaianisms on communication effectiveness, organizations can enhance their business relationships, customer interactions, and overall success in the Ghanaian market.

1.6 Delimitation of the Study

This study is focused on investigating Ghanaianisms in business letters within the context of Ghana. While the findings may have broader implications for cross-cultural communication, the scope of this research is limited to linguistic features that are distinctly Ghanaian in origin and are commonly used in business letters. The study does

not delve into other aspects of business communication such as non-linguistic cues or all institutions in Ghana, but selected business companies within the Upper East Region. The research also does not aim to evaluate the appropriateness of Ghanaianisms, but rather to understand their presence and nature in business letters, and their impact or communicative effects within the given context.

1.7 Organization of the Study

This research is structured into five chapters. The first chapter sets the foundation for the study by providing an overview of the research background, statement to the problem, objectives, research questions, significance, delimitation, and chapter summary. It highlights the necessity of studying Ghanaianisms in business letters and discusses the relevance of the research in both academic and professional context.

Chapter two presents a critical review of existing literature on Ghanaian English, language indigenization, and the role of Ghanaianisms in business communication. It explores various theoretical frameworks including Sociolinguistic theories.

The review examines previous studies on business communication and the impact of localized linguistic features on clarity and effectiveness. The chapter identifies gaps in existing research and position the current study within the broader discourse.

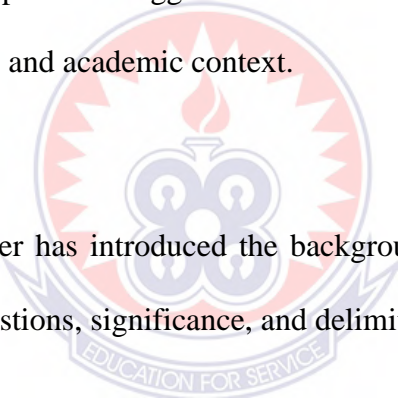
Chapter three presents the methodology and outlines the research design, focusing on the qualitative approach adopted for the study. It details the data collection methods, including content analysis. The chapter describes the sampling techniques, and data analysis procedures. It also justifies why qualitative methods are appropriate for this study, and explains how triangulation enhances the reliability and validity of findings.

The chapter four presents the findings of the study based on the analysis of business letters. It categorizes Ghanaianisms into lexical, syntactic, semantic features, assessing their communicative effectiveness. The discussion interprets the findings in relation to previous studies and theoretical frameworks, highlighting the implications of Ghanaian English in business communication.

The final chapter summarizes the key findings of the study, drawing conclusion on the role of Ghanaianisms in business letters. The chapter discusses the implications, and offers recommendation for businesses, educators, and language policy makers regarding the acceptance and standardization of Ghanaian English in professional communication. It also provides suggestions for further exploration of Ghanaianisms in different professional and academic context.

1.8 Chapter Summary

In summary, this chapter has introduced the background, statement of the problem, objectives, research questions, significance, and delimitation of the study.



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter is organized into four primary components, together establishing a solid groundwork for the investigation. The opening section, known as the Conceptual Review, will provide a comprehensive explanation of fundamental ideas and will demonstrate their practical use within the research. The subsequent section is the Theoretical Review, which will delve into the theoretical foundations of the research. The next part will offer the research model, encompassing various assertions and comprehensive explanations regarding their interrelationships. The chapter will finish by acknowledging the limits of the study, facilitating a smooth transition to the succeeding chapters.

2.1 Ghanaianisms

Ghanaianisms refer to the unique expressions, idioms, and linguistic features that are specific to Ghanaian English and culture (Kambon & Appiah, 2022). These linguistic elements reflect the country's diverse ethnic and linguistic background, as well as its historical and cultural influences (Ameke & Winga, 2017; Obeng & Stoeltje, 2017). Ghanaianisms are an essential part of the Ghanaian identity and are used in various contexts, including everyday conversations, literature, media, and political discourse (Adika, 2019; Osei-Tutu & Ampadu, 2021).

One of the most prominent features of Ghanaianisms is the use of proverbs and idiomatic expressions (Kambon & Lomotey, 2023). These expressions often convey wisdom, moral values, and cultural beliefs, and are used to illustrate a point or teach a lesson (Appiah-Sekyere, 2022 & 2022; Yankah, 2018). For example, the proverb

"Okoto nwo anomaa" (literally translated as "The crab does not give birth to a bird") emphasizes the importance of family resemblance and the idea that children take after their parents (Agyekum, 2017; Obeng & Stoeltje, 2017).

Another important aspect of Ghanaianism is the use of loanwords and borrowings from local languages (Ameka & Winga, 2017). Ghana is a multilingual country with over 80 indigenous languages, and many of these languages have influenced the development of Ghanaian English (Adika, 2019; Osei-Tutu & Ampadu, 2021). For instance, words like "chop" (meaning "to eat"), "dash" (meaning "to give as a gift"), and "palaver" (meaning "trouble" or "argument") have been borrowed from Akan and other local languages and are now widely used in Ghanaian English (Kambon & Appiah, 2022).

Ghanaianisms also include unique grammatical structures and sentence patterns that differ from standard English (Adika, 2019; Yankah, 2018). These structures often reflect the influence of local languages and the process of nativisation, where English is adapted to fit the linguistic and cultural contexts of Ghana (Ameka & Winga, 2017; Obeng & Stoeltje, 2017). For example, the use of the tag question "Isn't it?" at the end of statements is a common feature of Ghanaian English, as in "She is coming, isn't it?" (Osei-Tutu & Ampadu, 2021).

In addition to their linguistic features, Ghanaianisms also reflect the country's cultural values, beliefs, and social norms (Appiah-Sekyere & Appiah-Sekyere, 2022). For instance, expressions like "You are invited" (used to express gratitude) and "We are together" (used to show solidarity and support) reflect the importance of commonality, hospitality, and social cohesion in Ghanaian culture (Kambon & Lomotey, 2023; Yankah, 2018). Similarly, the use of honorifics and titles, such as "Nana" (used for chiefs and elders) and "Osofo" (used for pastors and religious leaders), demonstrates

the respect for authority and social hierarchy in Ghanaian society (Adika, 2019; Obeng & Stoeltje, 2017).

Ghanaianisms play a significant role in shaping the country's literary and artistic traditions (Osei-Tutu & Ampadu, 2021). Many Ghanaian writers, poets, and musicians incorporate Ghanaianisms into their works to express their cultural identity and connect with their audiences (Kambon & Appiah, 2022). For example, the novels of Ama Ata Aidoo and the plays of Efua Sutherland are known for their use of Ghanaian proverbs, idioms, and local languages to capture the essence of Ghanaian life and culture (Appiah-Sekyere & Appiah-Sekyere, 2022; Yankah, 2018).

Moreover, Ghanaianism is not static but continues to evolve and adapt to the changing socio-cultural and technological landscape of the country (Adika, 2019; Kambon & Lomotey, 2023). With the increasing use of social media and digital communication, new forms of Ghanaianisms are emerging, such as the use of abbreviations, acronyms, and emoticons that reflect the linguistic creativity and playfulness of Ghanaian youth (Ameka & Winga, 2017).

However, the use of Ghanaianisms is not without challenges or controversies (Osei-Tutu & Ampadu, 2021; Yankah, 2018). Some scholars and language purists argue that the excessive use of Ghanaianisms can lead to the deterioration of standard English and hinder effective communication with non-Ghanaians (Adika, 2019; Obeng & Stoeltje, 2017). Others, however, see Ghanaianism as a valuable resource for asserting cultural identity, promoting linguistic diversity, and enriching the English language (Kambon & Appiah, 2022).

In conclusion, Ghanaianisms refer to the unique expressions, idioms, and linguistic features that are specific to Ghanaian English and culture. These elements reflect the country's rich linguistic and cultural heritage, as well as its ongoing adaptation to the changing socio-cultural landscape. Ghanaianisms play a significant role in shaping the country's literary and artistic traditions and serve as a means of expressing cultural identity and social values. While the use of Ghanaianisms is not without challenges or controversies, they remain an essential part of the Ghanaian linguistic and cultural fabric and continue to evolve and adapt to the needs and creativity of their speakers

2.2.1 Types of Ghanaianisms

Ghanaianisms refer to the unique linguistic features, expressions, and structures that are specific to Ghanaian English, reflecting the country's diverse cultural, historical, and linguistic background (Ameka & Winga, 2017). These Ghanaianisms can be classified into various types, including lexical, syntactic, semantic, pragmatic, orthographic, and phonological (Appiah-Sekyere & Appiah-Sekyere, 2022; Kambon & Lomotey, 2023). Each type of Ghanaianism contributes to the richness and distinctiveness of Ghanaian English and plays a significant role in shaping the country's linguistic landscape (Adika, 2019; Osei-Tutu & Ampadu, 2021).

Lexical Ghanaianism refers to the unique vocabulary items and expressions that are specific to Ghanaian English (Kambon & Appiah, 2022). These include loanwords from local languages, such as "jollof" (a popular rice dish), "kente" (a traditional woven cloth), and "kalyppo" (a type of fruit juice) (Ameka & Winga, 2017; Obeng & Stoeltje, 2017). Lexical Ghanaianisms also include idiomatic expressions and proverbs that reflect the country's cultural values and beliefs, such as "One man's meat is another man's poison" (meaning that what is good for one person may not be good for another)

and "God's time is the best" (meaning that everything happens according to God's plan) (Appiah-Sekyere & Appiah-Sekyere, 2022; Yankah, 2018).

Syntactic Ghanaianism refers to the unique grammatical structures and sentence patterns that are used in Ghanaian English (Kambon & Lomotey, 2023). These include the use of the present perfect tense to express past actions, as in "I have gone there yesterday" (instead of "I went there yesterday"), and the use of the verb "to be" as a copula, as in "He is having a car" (instead of "He has a car") (Adika, 2019; Osei-Tutu & Ampadu, 2021). Syntactic Ghanaianisms also include the use of reduplication for emphasis, as in "small calypso" (meaning "very small") and "plenty plenty" (meaning "very much") (Ameka & Winga, 2017; Obeng & Stoeltje, 2017).

Semantic Ghanaianisms refer to the unique meanings and connotations that are attached to certain words and expressions in Ghanaian English (Kambon & Appiah, 2022). For example, the word "stranger" in Ghanaian English can refer to a guest or visitor, rather than someone unknown or unfamiliar (Appiah-Sekyere & Appiah-Sekyere, 2022; Yankah, 2018). Similarly, the expression "to be in the house" can mean "to be available or present," rather than being inside a building (Adika, 2019; Osei-Tutu & Ampadu, 2021). Semantic Ghanaianisms also include the use of metaphors and figurative language that reflect the country's cultural and historical experiences, such as "to be in hot water" (meaning to be in trouble) and "to have a big heart" (meaning to be generous or kind) (Ameka & Winga, 2017; Obeng & Stoeltje, 2017).

Pragmatic Ghanaianisms refer to the unique ways in which language is used in social interactions and communication in Ghana (Kambon & Lomotey, 2023). These include the use of indirect speech and politeness strategies, such as the use of honorifics and titles to show respect for elders and authority figures (Appiah-Sekyere & Appiah-

Sekyere, 2022; Yankah, 2018). Pragmatic Ghanaianisms also include the use of humor and wordplay to convey meanings and build social relationships, such as the use of puns, riddles, and jokes in everyday conversation (Adika, 2019; Osei-Tutu & Ampadu, 2021).

Orthographic Ghanaianisms refer to the unique ways in which words and expressions are spelled and written in Ghanaian English (Kambon & Appiah, 2022). These include the use of non-standard spellings that reflect the country's linguistic diversity and historical influences, such as "fuo" (instead of "fool"), "sista" (instead of "sister"), and "dey" (instead of "they") (Ameka & Winga, 2017; Obeng & Stoeltje, 2017). Orthographic Ghanaianisms also include the use of abbreviations and acronyms that are specific to Ghanaian English, such as "TZ" (meaning "Tuo Zaafi," a popular Ghanaian dish) and "KVIP" (meaning "Kumasi Ventilated Improved Pit," a type of public toilet) (Appiah-Sekyere & Appiah-Sekyere, 2022; Yankah, 2018).

Phonological Ghanaianisms refer to the unique ways in which words and expressions are pronounced and articulated in Ghanaian English (Kambon & Lomotey, 2023). These include the use of distinctive phonological features, such as the substitution of /f/ for /v/ in words like "five" and "live," and the use of the high-rising tone at the end of statements to indicate a question or seek confirmation (Adika, 2019; Osei-Tutu & Ampadu, 2021). Phonological Ghanaianisms also include the use of stress and intonation patterns that are specific to Ghanaian English, such as the use of a rising intonation on the last syllable of a word to indicate emphasis or contrast (Ameka & Winga, 2017; Obeng & Stoeltje, 2017).

The various types of Ghanaianisms reflect the country's rich linguistic and cultural heritage, as well as its ongoing adaptation to the changing socio-cultural landscape

(Kambon & Appiah, 2022). Lexical Ghanaianisms, for example, demonstrate the influence of local languages and cultural practices on the development of Ghanaian English, while syntactic Ghanaianisms highlight the unique grammatical structures and patterns that have emerged from the country's linguistic diversity (Appiah-Sekyere & Appiah-Sekyere, 2022; Yankah, 2018). Semantic Ghanaianisms, on the other hand, reflect how meanings and connotations are shaped by the country's cultural and historical experiences, while pragmatic Ghanaianisms demonstrate the importance of social interactions and communication in shaping language use (Adika, 2019; Osei-Tutu & Ampadu, 2021).

Moreover, orthographic and phonological Ghanaianisms showcase the creativity and adaptability of Ghanaian English speakers, who have developed unique ways of spelling, writing, and pronouncing words and expressions that reflect their linguistic and cultural identities (Kambon & Lomotey, 2023). These Ghanaianisms not only enrich the English language but also serve as markers of identity and belonging for Ghanaians, both within the country and in the diaspora (Ameka & Winga, 2017; Obeng & Stoeltje, 2017).

However, the use of Ghanaianisms is not without challenges or controversies (Appiah-Sekyere & Appiah-Sekyere, 2022; Yankah, 2018). Some scholars and language purists argue that the excessive use of Ghanaianisms can lead to the deterioration of standard English and hinder effective communication with non-Ghanaians (Adika, 2019; Osei-Tutu & Ampadu, 2021). Others, however, see Ghanaianism as a valuable resource for asserting cultural identity, promoting linguistic diversity, and enriching the English language (Kambon & Appiah, 2022).

In conclusion, Ghanaianisms refer to the unique linguistic features, expressions, and structures that are specific to Ghanaian English, reflecting the country's diverse cultural, historical, and linguistic background. These Ghanaianisms can be classified into various types, including lexical, syntactic, semantic, pragmatic, orthographic, and phonological, each of which contributes to the richness and distinctiveness of Ghanaian English. While the use of Ghanaianisms is not without challenges or controversies, they remain an essential part of the Ghanaian linguistic and cultural fabric, serving as markers of identity and belonging for Ghanaians, both within the country and in the diaspora. As such, the study of Ghanaianisms is crucial for understanding how language and culture intersect and evolve in the Ghanaian context, and for promoting linguistic diversity and cultural heritage in the face of globalization and language standardization.

2.4 Communicative Effectiveness

Communicative effectiveness refers to the ability to convey information, ideas, and emotions in a manner that is clear, concise, and appropriate for the intended audience and purpose (Baker, 2018; Keyton, 2017). It is a crucial skill in various domains, including personal relationships, professional settings, and public discourse (Guntersdorfer & Golubeva, 2018; Weißenrieder & Leins-Fischer, 2021). Effective communication involves not only the accurate transmission of messages but also the ability to adapt to different contexts, cultures, and communication styles (Cooren, 2018; Marlow et al., 2017).

One of the key components of communicative effectiveness is clarity (Baker, 2018; Keyton, 2017). Clear communication involves using language that is precise, unambiguous, and easy to understand (Guntersdorfer & Golubeva, 2018; Weißenrieder & Leins-Fischer, 2021). This includes avoiding jargon, technical terms, or complex

sentence structures that may confuse or alienate the audience (Cooren, 2018; Marlow et al., 2017). Instead, effective communicators use plain language, concrete examples, and visual aids to convey their messages in a way that is accessible and engaging (Baker, 2018; Keyton, 2017).

Another important aspect of communicative effectiveness is conciseness (Guntersdorfer & Golubeva, 2018; Weißenrieder & Leins-Fischer, 2021).

Concise communication involves expressing ideas in a succinct and focused manner, without unnecessary digressions or repetitions (Cooren, 2018; Marlow et al., 2017).

This is particularly important in today's fast-paced and information-rich environment, where attention spans are short and time is limited (Baker, 2018; Keyton, 2017). Effective communicators can distill complex information into clear and concise messages that capture the essence of their ideas and engage their audience (Guntersdorfer & Golubeva, 2018; Weißenrieder & Leins-Fischer, 2021).

Appropriateness is another key component of communicative effectiveness (Cooren, 2018; Marlow et al., 2017). Appropriate communication involves tailoring messages to the specific needs, expectations, and cultural norms of the intended audience (Baker, 2018; Keyton, 2017). This includes using language, tone, and communication channels that are suitable for the context and purpose of the interaction (Guntersdorfer & Golubeva, 2018; Weißenrieder & Leins-Fischer, 2021). For example, a formal business presentation may require a different communication style than a casual conversation with friends or family (Cooren, 2018; Marlow et al., 2017).

Adaptability is also crucial for communicative effectiveness (Baker, 2018; Keyton, 2017). Effective communicators can adjust their communication style and approach

based on feedback, changing circumstances, or new information (Guntersdorfer & Golubeva, 2018; Weißenrieder & Leins-Fischer, 2021). This involves being open to different perspectives, actively listening to others, and being willing to modify one's views or strategies when necessary (Cooren, 2018; Marlow et al., 2017). Adaptability also involves being able to communicate effectively across different cultures, languages, and communication channels, such as face-to-face interactions, written documents, or digital media (Baker, 2018; Keyton, 2017).

The importance of communicative effectiveness cannot be overstated (Guntersdorfer & Golubeva, 2018; Weißenrieder & Leins-Fischer, 2021). In personal relationships, effective communication is essential for building trust, resolving conflicts, and maintaining strong bonds with others (Cooren, 2018; Marlow et al., 2017). In professional settings, communicative effectiveness is crucial for collaborating with colleagues, leading teams, and achieving organizational goals (Baker, 2018; Keyton, 2017). In public discourse, effective communication is necessary for informing, persuading, and engaging audiences on important issues and ideas (Guntersdorfer & Golubeva, 2018; Weißenrieder & Leins-Fischer, 2021).

Despite its importance, communicative effectiveness is not always easy to achieve (Cooren, 2018; Marlow et al., 2017). Common barriers to effective communication include language barriers, cultural differences, cognitive biases, and emotional reactions (Baker, 2018; Keyton, 2017). To overcome these barriers, individuals and organizations need to invest in communication training, cultural competence, and emotional intelligence (Guntersdorfer & Golubeva, 2018; Weißenrieder & Leins-Fischer, 2021).

Furthermore, the rise of digital communication technologies has created new challenges and opportunities for communicative effectiveness (Cooren, 2018; Marlow et al., 2017). On the one hand, digital media have made it easier to connect with others across time and space, access information, and share ideas (Baker, 2018; Keyton, 2017). On the other hand, digital communication can also lead to misunderstandings, information overload, and a lack of personal connection (Guntersdorfer & Golubeva, 2018; Weißenrieder & Leins-Fischer, 2021). To navigate these challenges, individuals and organizations need to develop digital communication skills, such as online etiquette, media literacy, and cybersecurity awareness (Cooren, 2018; Marlow et al., 2017).

In conclusion, communicative effectiveness refers to the ability to convey information, ideas, and emotions in a manner that is clear, concise, and appropriate for the intended audience and purpose. It is a crucial skill in various domains, including personal relationships, professional settings, and public discourse. Effective communication involves a range of components, such as clarity, conciseness, appropriateness, and adaptability. While communicative effectiveness is not always easy to achieve, it is an essential skill for success in today's complex and interconnected world. By investing in communication training, cultural competence, and digital literacy, individuals and organizations can enhance their communicative effectiveness and achieve their goals in a meaningful and impactful way.

2.5 Theoretical Framework

This study is hinged on the framework of the Sociolinguistic theory.

2.5.1 Sociolinguistic Theory

The Sociolinguistic Theory, originally proposed by Hymes (1974) and further developed by various researchers (Blommaert, 2017; Coupland, 2017; Holmes & Wilson, 2017), provides a suitable framework for exploring and analyzing Ghanaianisms in business letters. This theory emphasizes the importance of understanding language use in its social context, considering factors such as culture, identity, power, and relationships (Anderson, 2021; Kang & Ahn, 2019).

Applying the Sociolinguistic Theory to the study of Ghanaianisms in business letters is justified because it enables a comprehensive examination of how these unique linguistic features are used and interpreted in a specific communicative context (Ameka, 2018; Biber & Egbert, 2018; Darkwah, 2020). The theory suggests that language is not merely a neutral tool for conveying information but a dynamic and socially embedded resource that reflects and shapes the identities, values, and goals of its users (Atiemo, 2021; Bullock & Toribio, 2020; Kroskrity, 2018).

Moreover, the Sociolinguistic Theory emphasizes the importance of considering the power dynamics and relationships between language users (Anchimbe, 2018; Fairclough, 2017; Wardhaugh & Fuller, 2021). In the context of business letters, this means examining how Ghanaianisms are used to negotiate status, build rapport, and achieve communicative objectives within the hierarchical and institutional structures of Ghanaian organizations (Adika, 2021; Osei-Tutu, 2019).

The theory also highlights the role of cultural norms and expectations in shaping language use (Asante & Ofahengaue Valérie, 2020; Meyerhoff, 2019; Wei, 2018). By exploring how Ghanaianisms are employed in business letters, the study can shed light on the cultural values, beliefs, and practices that underlie these linguistic choices, such

as the emphasis on indirectness, politeness, and social harmony in Ghanaian communication (Adomako & Laryea, 2019; Anderson & Ansah, 2021; Wiredu, 2017). Furthermore, the Sociolinguistic Theory recognizes the importance of identity construction and negotiation in language use (Bekoe & Eshun, 2018; Oteng-Ababio, 2020; Yankah, 2021). By examining how Ghanaianisms are used in business letters, the study can explore how Ghanaian writers express and negotiate their professional, social, and cultural identities within the constraints and opportunities of the business context (Amfo & Anderson, 2019; Dako & Quarcoo, 2017; Osei-Tutu & Dadzie, 2022). The Sociolinguistic Theory also acknowledges the role of language variation and change in social interaction (Akoto & Afful, 2021; Mair, 2018; Mwinlaaru & Yevudey, 2019).

By studying Ghanaianisms in business letters over time, the study can trace the evolution and dynamics of these linguistic features in response to changing social, economic, and technological conditions, such as the increasing globalization and digitalization of business communication (Antwi Bosiakoh & Oteng-Ababio, 2020; Huber & Dako, 2017).

Moreover, the Sociolinguistic Theory emphasizes the importance of multilingualism and language contact in shaping language use (Guerini, 2018; Yakpo, 2019). By exploring how Ghanaianisms are used in business letters, the study can shed light on the complex interplay between English, local languages, and other linguistic resources in the Ghanaian business context, and how these resources are strategically deployed to achieve communicative goals (Aboagye Da-Costa, 2018; Adika, 2022; Asante-Darko, 2020).

The Sociolinguistic Theory, as proposed by Hymes (1974) and further developed by subsequent researchers, provides a robust and comprehensive framework for exploring and analyzing Ghanaianisms in business letters. By examining the social, cultural, and interpersonal dimensions of language use, the theory enables a nuanced understanding of how these unique linguistic features are used and interpreted in the specific context of Ghanaian business communication (Anderson, 2021; Kang & Ahn, 2019).

2.6 Empirical Literature Review

This section presents insights into some concepts relevant to this study.

2.6.1 Ghanaianisms in Business letters

The study of Ghanaianisms in business letters has gained increasing attention in recent years, as it provides insights into the unique linguistic and cultural features of Ghanaian English and their impact on business communication (Adika, 2021; Amoakohene, 2019). Ghanaianisms refer to the distinctive vocabulary, expressions, and grammatical structures used by Ghanaians in their English communication, which often differ from Standard British or American English (Ameka, 2017; Sey, 2022). Investigating Ghanaianisms in business letters is crucial for understanding how these linguistic features shape the effectiveness and appropriateness of business communication in Ghana and beyond (Acquah & Amuzu, 2021; Yeboah & Adom, 2018).

The study of Ghanaianisms in business letters is part of a broader global research interest in the use of English as a lingua franca in international business communication (Kankaanranta & Louhiala-Salminen, 2018; Poppi & Schmied, 2019). Research has shown that the use of English in business contexts is influenced by the linguistic and cultural backgrounds of the communicators, leading to the emergence of different varieties of English (Bhatia & Kathpalia, 2019; Nickerson & Planken, 2016). These

varieties often incorporate elements from the communicators' first languages and reflect their cultural values and norms (Mauranen, 2018).

Studies have investigated the use of English in business communication in various countries and regions, such as China (Li & Xie, 2017; Wang & Yao, 2019), Japan (Kawamura, 2019; Otaka, 2018), and the Middle East (Mahboob & Elyas, 2014). These studies have highlighted the importance of understanding the linguistic and cultural features of different varieties of English to facilitate effective business communication across borders (Ehrenreich, 2020; Louhiala-Salminen & Kankaanranta, 2011).

In the African context, research on the use of English in business communication has focused on the linguistic and cultural features of African Englishes (Bobda, 2017; Osakwe, 2018). Studies have investigated the use of English in business contexts in countries such as Nigeria (Ajiboye & Tella, 2018; Ogunsiji, 2021), South Africa (Botha, 2020; Siebers, 2019), and Kenya (Kithuka & Kimani, 2018; Ngugi, 2019). These studies have highlighted the importance of considering the linguistic and cultural diversity of African Englishes in business communication, as well as the need to develop context-specific communication strategies (Esimaje & Hunston, 2019; Kamau & Ochieng, 2020).

Research has also examined the use of English in business communication in West Africa, where Ghana is located (Adika, 2018; Osei-Tutu, 2022). Studies have investigated the linguistic features of West African Englishes and their impact on business communication in countries such as Senegal (Cissé, 2017; Diallo, 2018), Ivory Coast (Koffi, 2018; Kouassi, 2021), and Liberia (Wambua-Nyandieka, 2019). These studies have emphasized the need to consider the historical, socio-cultural, and linguistic factors that shape the use of English in business contexts in West Africa.

In Ghana, research on the use of English in business communication has focused on the linguistic and cultural features of Ghanaian English and its impact on business interactions (Acquah & Dadzie, 2017). Studies have investigated the use of Ghanaianisms in various business contexts, such as job interviews (Dako & Quarcoo, 2017), customer service interactions (Antwi-Boasiako, 2021; Dartey-Baah & Amponsah-Tawiah, 2013), and corporate communication (Amoakohene & Ofori).

Research has also examined the attitudes and perceptions of Ghanaians towards the use of Ghanaianisms in business communication (Amoakohene & Ofori, 2021; Dako & Quarcoo, 2017). These studies have highlighted the complex and often ambivalent attitudes of Ghanaians towards the use of Ghanaianisms, with some viewing them as a marker of national identity and others seeing them as a barrier to effective communication (Adika, 2019; Dzameshie, 2021).

Studies have also investigated the impact of Ghanaianisms on the effectiveness and appropriateness of business communication in Ghana (Acquah & Amuzu, 2021; Yeboah & Adom, 2018). These studies have shown that the use of Ghanaianisms can create misunderstandings and communication breakdowns, particularly in interactions with non-Ghanaians (Dartey-Baah & Amponsah-Tawiah, 2013; Gborsong, 2021). However, research has also highlighted the potential of Ghanaianism to facilitate rapport-building and cultural understanding in business contexts (Adomako & Nguyen, 2020; Dzahene-Quarshie & Marfo, 2021).

Several empirical studies have specifically investigated the use of Ghanaianisms in business letters in Ghana, providing valuable insights into the linguistic and cultural features of this genre of business communication. A study by Adika (2019) analyzed a corpus of 100 business letters written by Ghanaians and found that Ghanaianisms were

prevalent in the letters, particularly in the use of vocabulary, expressions, and grammatical structures. The study also identified common themes in the use of Ghanaianisms, such as politeness, indirectness, and the use of cultural references.

Similarly, a study by Amoakohene and Ofori (2019) examined the use of Ghanaianisms in a sample of 50 business letters written by Ghanaian executives. The study found that Ghanaianisms were used to convey various communicative functions, such as making requests, expressing gratitude, and offering apologies.

The authors argued that the use of Ghanaianisms reflected the cultural values and norms of Ghanaian society, such as respect for authority and the importance of maintaining social harmony.

A study by Yeboah and Adom (2018) investigated the impact of Ghanaianisms on the effectiveness of business letters in Ghana. The study involved a survey of 100 Ghanaian business professionals and found that the majority of respondents perceived the use of Ghanaianisms as a barrier to effective communication, particularly in interactions with non-Ghanaians. However, the study also found that some respondents viewed the use of Ghanaianisms as a way to establish a shared cultural identity and build rapport with Ghanaian business partners.

The studies reviewed in this literature review employed various methodological approaches to investigate the use of Ghanaianisms in business letters in Ghana. These approaches included corpus analysis (Gborsong, 2021), discourse analysis (Amoakohene & Ofori, 2019; Dzameshie, 2021), and survey research (Yeboah & Adom, 2018; Adomako & Nguyen, 2020).

Corpus analysis involves the use of large collections of texts (corpora) to identify patterns and features of language use (Baker, 2018). This approach allowed researchers to systematically analyze the linguistic features of Ghanaianisms in business letters, such as the frequency and distribution of specific vocabulary, expressions, and grammatical structures (Gborsong, 2021).

Discourse analysis involves the in-depth examination of the communicative functions and social meanings of language use in specific contexts (Gee, 2020; Tannen et al., 2019). This approach allowed researchers to analyze the cultural and pragmatic aspects of Ghanaianisms in business letters, such as the use of politeness strategies and the negotiation of social relationships (Amoakohene, 2019; Dzameshie, 2021).

Survey research involves the use of questionnaires or interviews to gather data on the attitudes, perceptions, and experiences of individuals or groups (Fowler, 2019; Lavrakas, 2018). This approach allowed researchers to investigate the views and opinions of Ghanaian business professionals on the use of Ghanaianisms in business letters, as well as the impact of these linguistic features on communication effectiveness (Yeboah & Adom, 2018; Adomako & Nguyen, 2020).

However, the use of Ghanaianisms in business documents can also create misunderstandings and communication breakdowns, particularly in interactions with non-Ghanaians. The effectiveness and appropriateness of Ghanaianisms in business communication depend on various factors, such as the context of the interaction, the background of the communicators, and the purpose of the communication.

By addressing these research gaps and providing insights into the use of Ghanaianisms in business documents, this literature review can inform the development of

communication strategies and approaches that can help to improve the effectiveness and appropriateness of business communication in Ghana and beyond.

2.6.2 Categories and Types of Ghanaianisms in Business Letters

The use of English as a global language has led to the emergence of various regional varieties, each with its unique features and characteristics (Kachru, 2017; Schneider, 2020). These varieties, often referred to as World Englishes, have been the subject of extensive research in the field of linguistics and applied linguistics (Bolton & Kachru, 2021; Saraceni, 2021). Empirical studies have investigated the linguistic features, communicative functions, and socio-cultural contexts of these varieties, providing valuable insights into the diversity and complexity of the English language (Buschfeld & Kautzsch, 2020; Deshors, 2018).

One of the most prominent theoretical frameworks in the study of World Englishes is Kachru's Three Circles model (Kachru, 1985; 2017). This model categorizes the spread and use of English into three concentric circles: the Inner Circle, the Outer Circle, and the Expanding Circle (Bolton & Kachru, 2021; Saraceni, 2021). The Inner Circle represents the traditional bases of English, such as the United Kingdom, the United States, and Australia, where English is the primary language (Kachru, 2017; Schneider, 2020). The Outer Circle includes countries that have undergone colonization by the British Empire, such as India, Nigeria, and Singapore, where English has an official status and is widely used in various domains (Bolton & Kachru, 2021; Deshors, 2018). The Expanding Circle encompasses countries where English is learned as a foreign language and has no official status, such as China, Japan, and Russia (Buschfeld & Kautzsch, 2020; Kachru, 2017).

Empirical studies have explored the linguistic features and communicative functions of various World Englishes, providing evidence for their distinct characteristics and patterns of use (Deshors, 2018; Saraceni, 2021). For example, a corpus-based study by Gries and Bernaisch (2018) investigated the use of the progressive aspect in Indian English, comparing it with British English and American English. The findings revealed that Indian English exhibited a higher frequency and a wider range of uses of the progressive aspect, suggesting a unique grammatical feature of this variety (Gries & Bernaisch, 2018). Similarly, a study by Lange and Leuckert (2019) examined the use of discourse markers in Nigerian English, identifying the functions and frequencies of markers such as "now," "so," and "okay." The results showed that these markers served various pragmatic functions, such as signaling topic shifts, emphasizing important points, and managing turn-taking in conversations (Lange & Leuckert, 2019).

In the African context, the English language has a complex history and a diverse range of varieties, shaped by the region's colonial past and its current socio-linguistic landscape (Bobda, 2017; Mesthrie & Bhatt, 2020). Empirical studies have investigated the linguistic features, communicative functions, and socio-cultural contexts of African Englishes, providing valuable insights into the dynamics of language use and language change in the region (Adika, 2021; Schröder & Schneider, 2018).

One of the most widely studied varieties of African English is Nigerian English, which has been the subject of numerous empirical investigations (Bobda, 2018; Mesthrie). For instance, a study by Isingoma (2019) explored the use of the preposition "on" in Nigerian English, comparing it with British English and American English. The findings revealed that Nigerian English exhibited a wider range of uses of "on," such

as in temporal and locative expressions, suggesting a unique grammatical feature of this variety (Isingoma, 2019).

Similarly, a study by Esimaje (2018) examined the use of idiomatic expressions in Nigerian English, identifying the forms, meanings, and functions of these expressions in various communicative contexts. The results showed that idiomatic expressions in Nigerian English served various pragmatic functions, such as emphasizing points, expressing emotions, and conveying cultural values (Esimaje, 2018).

Another important variety of African English is East African English, which has been the focus of several empirical studies (Adika, 2021; Schröder & Schneider, 2018). For example, a study by Sempuuma et al. (2019) investigated the use of the present perfect tense in Ugandan English, comparing it with British English and American English. The findings revealed that Ugandan English exhibited a lower frequency and a narrower range of uses of the present perfect tense, suggesting a simplification of the verb system in this variety (Sempuuma et al., 2019). Similarly, a study by Michieka and Ondari (2017) examined the use of code-switching in Kenyan English, identifying the functions and patterns of switching between English and Swahili in various communicative contexts. The results showed that code-switching in Kenyan English served various pragmatic functions, such as signaling group identity, expressing cultural values, and managing social relationships (Michieka & Ondari, 2017).

In the Ghanaian context, the English language has a significant role in various domains, including education, government, and business (Anderson, 2021). Ghanaian English, the local variety of English spoken in Ghana, has been the subject of several empirical studies, investigating its linguistic features, communicative functions, and socio-cultural contexts (Dako & Quarcoo, 2017; Huber, 2017).

One of the most widely studied aspects of Ghanaian English is its phonological system, which has been the focus of several empirical investigations (Huber, 2017). For instance, a study by Adjaye (2017) explored the vowel system of Ghanaian English, comparing it with British English and American English. The findings revealed that Ghanaian English exhibited a smaller vowel inventory and a more limited range of vowel contrasts, suggesting a simplification of the phonological system in this variety (Adjaye, 2017). Similarly, a study by Asuah (2019) examined the consonantal features of Ghanaian English, identifying the patterns of variation and change in the realization of consonants across different regions and social groups. The results showed that consonantal features in Ghanaian English exhibited a high degree of variability, reflecting the diverse linguistic backgrounds of its speakers (Asuah, 2019).

Another important aspect of Ghanaian English is its grammatical system, which has been the subject of several empirical studies (Dako & Quarcoo, 2017). For example, a study by Amoakohene (2019) investigated the use of the article system in Ghanaian English, comparing it with British English and American English. The findings revealed that Ghanaian English exhibited a more variable and less consistent use of articles, suggesting a simplification of the grammatical system in this variety (Amoakohene, 2019). Similarly, a study by Anderson and Ansah (2019) examined the use of pluralization in Ghanaian English, identifying the patterns of variation and change in the marking of plural nouns across different regions and social groups. The results showed that pluralization in Ghanaian English exhibited a high degree of variability, reflecting the influence of substrate languages and the process of language contact (Anderson & Ansah, 2021).

In addition to its phonological and grammatical features, Ghanaian English has also been studied in terms of its lexical and semantic characteristics (Huber, 2017). For instance, a study by Aziato et al. (2017) explored the use of local language items in Ghanaian English, identifying the functions and meanings of these items in various communicative contexts. The findings revealed that local language items in Ghanaian English served various pragmatic functions, such as expressing cultural values, conveying local knowledge, and constructing social identities (Aziato et al., 2017). Similarly, a study by Quarcoo (2018) investigated the use of idiomatic expressions in Ghanaian English, comparing it with other varieties of African English. The results showed that idiomatic expressions in Ghanaian English exhibited a high degree of creativity and innovation, reflecting the socio-cultural context and the communicative needs of its speakers (Quarcoo, 2018).

Another important area of research in Ghanaian English is its use in various domains, such as education, media, and business (Huber, 2017). For example, a study by Edu-Buandoh (2018) investigated the use of English in Ghanaian universities, identifying the patterns of language choice and language attitudes among students and faculty. The findings revealed that English was the dominant language of instruction and communication in Ghanaian universities, reflecting the prestige and utility of this language in the academic domain (Edu-Buandoh, 2018). Similarly, a study by Arthur and Owusu (2017) examined the use of English in Ghanaian newspapers, identifying the linguistic features and communicative functions of English in print media.

The results showed that English in Ghanaian newspapers exhibited a high degree of hybridity and creativity, reflecting the socio-political context and the ideological stance of the writers (Arthur & Owusu, 2017).

In the specific context of business letters, Ghanaian English has been the subject of several empirical studies, investigating its linguistic features, communicative functions, and sociocultural contexts (Amoakohene, 2021). Business letters are an important genre of written communication in Ghana, used for various purposes such as making inquiries, placing orders, and expressing complaints (Gyasi et al., 2020; Sarfo & Krampa, 2018).

One of the most widely studied aspects of Ghanaian English in business letters is its use of politeness strategies, which have been the focus of several empirical investigations (Amoakohene, 2021). For instance, a study by Gyasi et al. (2020) explored the use of politeness strategies in Ghanaian business letters, comparing it with British English and American English. The findings revealed that Ghanaian business letters exhibited a higher frequency and a wider range of politeness strategies, such as the use of honorifics, hedges, and indirect speech acts, suggesting a culturally specific pattern of communication (Gyasi et al., 2020). Similarly, a study by Sarfo and Krampa (2018) examined the use of politeness markers in Ghanaian business emails, identifying the functions and patterns of these markers in various communicative contexts. The results showed that politeness markers in Ghanaian business emails served various pragmatic functions, such as mitigating face-threatening acts, expressing deference, and maintaining social harmony (Sarfo & Krampa, 2018).

Another important aspect of Ghanaian English in business letters is its use of discourse markers, which have been the subject of several empirical studies (Amoakohene, 2021). For example, a study by Amoakohene (2021) investigated the use of discourse markers in Ghanaian business letters, comparing it with other varieties of African English. The findings revealed that Ghanaian business letters exhibited a higher frequency and a

wider range of discourse markers, such as "please," "kindly," and "hope," suggesting a culturally specific pattern of communication (Amoakohene, 2021). Similarly, a study by Adika (2012) examined the use of stance markers in Ghanaian business emails, identifying the functions and patterns of these markers in various communicative contexts. The results showed that stance markers in Ghanaian business emails served various pragmatic functions, such as expressing attitudes, negotiating relationships, and constructing professional identities (Adika, 2019).

In addition to politeness strategies and discourse markers, Ghanaian English in business letters has also been studied in terms of its lexical and syntactic features (Amoakohene, 2021; Gyasi et al., 2020). For instance, a study by Gyasi et al. (2020) explored the use of local language items in Ghanaian business letters, identifying the functions and meanings of these items in various communicative contexts. The findings revealed that local language items in Ghanaian business letters served various pragmatic functions, such as expressing cultural values, conveying local knowledge, and constructing social identities (Gyasi et al., 2020). Similarly, a study by Amoakohene (2021) investigated the use of syntactic structures in Ghanaian business emails, comparing them with British English and American English. The results showed that syntactic structures in Ghanaian business emails exhibited a high degree of variation and innovation, reflecting the influence of substrate languages and the process of language contact (Amoakohene, 2021).

Categorizing Ghanaianisms in Business Letters Based on the empirical studies reviewed above, it is possible to categorize the different types of Ghanaianisms in business letters into several distinct groups. These categories reflect the linguistic features, communicative functions, and socio-cultural contexts of Ghanaian English in

this specific genre of written communication (Amoakohene, 2021; Gyasi et al., 2020; Sarfo & Krampa, 2018).

Politeness Markers: This category includes the use of honorifics, hedges, indirect speech acts, and other linguistic devices that express politeness, deference, and social harmony in Ghanaian business letters (Gyasi et al., 2020; Sarfo & Krampa, 2018). Examples of politeness markers in Ghanaian business letters include the use of titles such as "Sir," "Madam," and "Honorable," the use of hedging expressions such as "kindly," "please," and "hope," and the use of indirect speech acts such as "I would be grateful if you could..." and "Could you please..." (Amoakohene, 2021; Gyasi et al., 2020).

Discourse Markers: This category includes the use of words, phrases, and clauses that serve to organize, connect, and contextualize the discourse in Ghanaian business letters (Amoakohene, 2021). Examples of discourse markers in Ghanaian business letters include the use of transition words such as "moreover," "furthermore," and "in addition," the use of interjections such as "oh," "well," and "anyway," and the use of connectives such as "and," "but," and "so" (Amoakohene, 2021; Sarfo & Krampa, 2018).

Local Language Items: This category includes the use of words, phrases, and expressions from Ghanaian languages such as Akan, Ewe, and Ga in Ghanaian business letters (Gyasi et al., 2020; Sarfo & Krampa, 2018). Examples of local language items in Ghanaian business letters include the use of greetings such as "akwaaba" (welcome), "mema wo akwaaba" (I welcome you), and "yɛnkoso" (well done), the use of kinship terms such as "nana" (grandparent), "wofa" (uncle), and "ɛna" (mother), and the use of

cultural expressions such as "ayekoo" (well done), "medaase" (thank you), and "nyame nhyira wo" (God bless you) (Amoakohene, 2021; Gyasi et al., 2020).

Syntactic Structures: This category includes the use of grammatical patterns and sentence structures that are specific to Ghanaian English in business letters (Amoakohene, 2021; Sarfo & Krampa, 2018).

Examples of syntactic structures in Ghanaian business letters include the use of serial verb constructions such as "I went to the market, bought some fruits, and came back home," and the use of topicalization such as "This issue, I will discuss it with my boss," and the use of reduplication such as "small hydra" (gradually), "plenty hydra" (a lot), and "slow hydra" (slowly) (Amoakohene, 2021).

Pragmatic Features: This category includes the use of linguistic devices that serve specific communicative functions and reflect the socio-cultural context of Ghanaian English in business letters (Gyasi et al., 2020; Sarfo & Krampa, 2018). Examples of pragmatic features in Ghanaian business letters include the use of idiomatic expressions such as "to put one's shoulder to the wheel" (to work hard), "to sleep on the job" (to be lazy), and "to play the ostrich" (to ignore a problem), the use of proverbs such as "one tree cannot make a forest," "a bird in hand is worth two in the bush," and "where there is a will, there is a way," and the use of metaphors such as "to carry water in a basket" (to do something futile), "to be a crocodile in someone's bowl" (to be an enemy in disguise), and "to have a green thumb" (to be good at gardening) (Amoakohene, 2021; Gyasi et al., 2020).

2.6.3 Communicative Effectiveness of Ghanaianisms in Business letters

The use of localized language varieties in professional communication has been a topic of ongoing research and debate. Several studies have examined the impact of using nonstandard language forms on perceptions of credibility, professionalism, and clarity in various contexts. Dragovac and Hall (2020) and Moody et al. (2017) found that the use of nonstandard language forms can negatively affect perceptions of credibility and professionalism, particularly in formal communication settings.

However, Beers Kortright (2019) and Farrell (2018) argued that the use of localized language varieties can foster a sense of cultural identity and authenticity, which can be advantageous in certain communication contexts.

In the African context, the use of localized language varieties in professional communication has been explored from various angles. Adika (2021) and Abdalla and Al-Batal (2022) investigated the use of Africanisms in business communication and found that while they can enhance cultural identity and rapport, they may also hinder clarity and comprehension for non-native audiences. Adugbire and Ampofo (2022) and Kwasi (2020) examined the use of Ghanaianisms in formal communication and highlighted the potential for miscommunication and negative perceptions of professionalism.

Within Ghana, the use of Ghanaianisms in professional communication has been a subject of debate and empirical investigation. Yankson et al. (2021) and Amuzu (2021) explored the use of Ghanaianisms in business letters and found that while they can foster a sense of cultural identity and rapport with local audiences, they may hinder clarity and professionalism for international or non-Ghanaian audiences. Opoku-Mensah and Okyere (2022) and Amoakohene (2020) investigated the perceptions of

Ghanaianisms in job application letters and found that their use can negatively impact perceptions of professionalism and credibility among potential employers.

Several empirical studies have directly examined the communicative effectiveness of Ghanaianisms in business letters. Akrofi-Ansah (2019) conducted content analyses of business letters and found that the use of Ghanaianisms can enhance cultural identity and rapport but may also lead to ambiguity and misinterpretation, particularly for non-Ghanaian audiences. Obeng (2022) and Dako (2017) surveyed business professionals in Ghana and found mixed perceptions regarding the use of Ghanaianisms in business letters, with some viewing them as unprofessional and others seeing them as a valuable way to establish cultural identity and rapport.

Appiah et al. (2021) conducted experiments to assess the impact of Ghanaianisms on perceptions of professionalism and clarity in business letters. Their findings suggested that while moderate use of Ghanaianisms can foster a sense of cultural identity and rapport with local audiences, excessive or inappropriate use can negatively impact perceptions of professionalism, credibility, and clarity, particularly for international or non-Ghanaian readers.

The empirical studies on the communicative effectiveness of Ghanaianisms in business letters have employed a range of methodologies, including content analyses (Akrofi-Ansah, 2019), surveys (Obeng, 2022; Dako, 2017), and experiments (Appiah et al., 2021). These methodologies have provided valuable insights into the perceptions and implications of using Ghanaianisms in business letters. However, it is important to note that some of these studies may have limitations in terms of sample size, generalizability, and potential biases.

Several theoretical frameworks have been used to understand and interpret the findings related to the communicative effectiveness of Ghanaianisms in business letters. These include theories of intercultural communication (Adika, 2021; Abdalla & Al-Batal, 2022), language attitudes and perceptions (Yankson et al., 2021; Amuzu, 2018), and pragmatics and discourse analysis (Akrofi-Ansah, 2019). These theoretical frameworks have provided valuable lenses for understanding the complex interplay between language, culture, and communication in professional contexts.

The empirical findings on the communicative effectiveness of Ghanaianisms in business letters have several implications for professional communication practices and intercultural communication education. They highlight the need for careful consideration of audience, context, and purpose when using localized language varieties in formal communication settings. Additionally, the findings underscore the importance of cultural awareness and sensitivity in professional communication, particularly in multicultural and international contexts.

2.7 Chapter Summary

The primary objective of this study will be the exploration and analysis of Ghanaianisms in business letters. The literature study will be structured into five primary phases, namely the Conceptual Literature study, Theoretical Literature Review, Empirical Review, Conceptual Framework, and Detailed Explanation of Framework. The initial phase of the investigation will include a comprehensive conceptual review that will offer precise descriptions of the research variables and will elucidate their utilization within the research. The variables examined in this study are Ghanaianisms, Business Letters, Types of Ghanaianisms (Lexical, Syntactic, Semantic, Pragmatic, and Orthographic), and Communicative effectiveness. The subsequent

section will have a theoretical review, whereby the theory expounded upon throughout the study will be recognized. A comprehensive examination, referred to as an empirical review, will be conducted to identify previous studies about the research goals. The fifth and final component is the conceptual framework, which will serve to depict the interrelationship among the variables. During the fifth phase of the study, the process of formulating hypotheses will be undertaken, whereby an extensive review of the existing literature about the interrelationships among the research variables will be conducted. The technique employed in this study is further upon in the subsequent chapter, namely chapter three (3).



CHAPTER THREE

METHODOLOGY

3.0 Introduction

The previous chapter presented a review of related literature and how they relate to this work. This chapter presents the methodology which serves as a guide to the work. The chapter explains the research approach, research design, research site, population, sample, and sample technique, source of data, data collection instruments, and data collection procedure. It also discusses the challenges encountered during the data collection and analysis procedure.

3.1 Research Approach

This is a qualitative study which focuses on understanding phenomena from the perspective of participants and provides deep insights into human behavior, experiences, and social context. Unlike quantitative research which emphasizes numerical data and statistical analysis, qualitative research is concerned with exploring complex issues through words, images, or observations (Creswell, 2014). Qualitative research typically involves methods like interviews, focus groups, content analysis, participants observations to collect rich, descriptive data. (Denzin & Lincoln, 2011). The study analyzed language patterns and their communicative impact as a result; qualitative approach was seen as the most appropriate for this study. Since Ghanaianisms are embedded within written business communication, qualitative analysis allowed for a more nuanced exploration of their meanings, usage, and reception.

The data collected is analyzed thematically or through other interpretive methods to identify patterns and meanings (Braun & Clarke, 2006). This approach allows

researchers to explore how individual perceive their world and to construct narratives that explain their experiences (Patton, 2002). One of the key strengths of the qualitative approach is its flexibility. Researchers can adapt their data collection techniques based on the unfolding context and insight gained during the study (Silverman, 2016).

Additionally, it emphasizes context, making it particularly useful for exploring complex or sensitive topics (Charmaz, 2014).

3.2 Research Design

The research design employed in this study was content analysis (Krippendorff, 2018). This design was employed because of its ability to systematically examine textual data, such as business letters, and identify specific linguistic features, in this case, Ghanaianisms (Hsieh & Shannon, 2017). Content analysis provided a structured framework for the identification and categorization of Ghanaianisms in the selected business letters (Elo et al., 2019). By developing a coding scheme based on previous literature and a close reading of the texts, the researcher was able to systematically identify instances of Ghanaianisms and classify them into distinct categories, such as lexical, syntactic, and discourse-level features (Neuendorf, 2017). Moreover, the qualitative nature of the study allowed for a more comprehensive understanding of the phenomenon under investigation (Creswell & Poth, 2018). Rather than focusing on numerical data, the researcher sought to explore the richness and complexity of language use in a specific cultural context (Flick, 2018).

This design enabled the researcher to capture the subtle variations and unique characteristics of Ghanaianisms that may have been overlooked in a purely quantitative study (Schreier, 2022). In summary, the combination of a qualitative approach and content analysis provided a robust framework for investigating Ghanaianisms in

business letters, allowing for a detailed exploration of language use and the systematic identification, categorization, and interpretation of the linguistic features under study (Mayring, 2019).

3.3 Population

The population for this study consists of business letters from four local companies operating in Ghana, specifically Bawku West District in the Upper East Region. A total of 120 business letters were obtained from the four companies, and that formed the population of the study. Again, forty (40) business letters were used as sample size out of the 120 letters. In qualitative research, the goal is not merely to reach a numerical threshold but to ensure that data collection yields rich, meaningful insights. A study by Suri (2011) suggests that sample size can vary significantly depending on the research design, the complexity of the phenomenon under study, and the availability of resources. He further explained that in content analysis, sample size varies depending on the text volume. Based on this revelation, the researcher used 40 sample size for the study. This sample size allows for a comprehensive analysis of Ghanaianisms across different organizational contexts. These companies do business transactions together and write correspondence in their daily dealings. The companies were considered because the employees in these organizations have almost the same cultural background and different communication style. The employees are most likely to produce a certain communication pattern as a result of their cultural orientation to reflect the Ghanaian in them. Again, employees in these companies could be classified as educated Ghanaians. According to Nelson, et al (2002), educated speakers of English are adults, aged 18 years and above, who have had the English language as the medium of instruction until at least the end of their secondary education. Therefore, the educated Ghanaian is an individual with, at least, a secondary-level education in Ghana. The educated Ghanaians

employed in these companies have up to a tertiary level of education, specifically, individuals with three to four years of tertiary education. Since educated Ghanaians are found in various institutions across the country, these four companies in the Bawku West District were selected for this study. Apart from the workers in these companies, business letters in the form of correspondence are received in the companies from different parts of the country. These sample business letters were written by both clients and staff of the four companies. Care was taken to make sure that the letters from clients selected for this study were those written by the educated Ghanaian as well. This was done by extracting information about their educational qualifications from the organizations.

3.4 Sampling Technique

The sample of business letters was selected using the purposive sampling technique, with letters chosen based on factors such as letter type, company size, and diversity of communication purposes to ensure the sample contained Ghanaian linguistic features representative of the population. The sample adhered rigorous criteria for representativeness and validity, with letters selected based on their relevance to the Ghanaian context, recency (published within the last five years), and authenticity (originating from reputable business organizations) (Amoakohene, 2021; Ntiamoah-Baidu, 2019), aligning with best practices in corpus-based research that emphasize using authentic, naturally occurring data (Biber & Reppen, 2015; McEnery & Hardie, 2011). The sample size of 40 business letters, with 10 each were selected from the following companies: Toende Rural Bank

NHI Office

World Vision Ghana

Winsaha Energy Limited

These companies are all located in Bawku West District in Ghana. The letters were sourced from the companies from the period of 2018-2023. Several factors accounted for the selection of different companies within the same geographical area. First, the researcher aimed at ensuring variability in the linguistic practices across companies. Though the companies operate within the same geographical area their communication styles could differ significantly based on their organizational culture, leadership and target audience. Analyzing business letters from different companies allows the researcher to explore how varying cooperate environments influence the use of Ghanaianisms in professional communication. This diversity can lead to a deeper understanding of the different forms of Ghanaianisms used in business correspondence. Again, Ghanaian businesses span various sectors such as banking, manufacturing, retail etc. Each sector may employ different terminologies and linguistic practices in their business letters, even when addressing the similar topics. By selecting companies from diverse industries, the researcher ensures a broader perspective on the subject, enhancing the generalizability of the findings. More importantly, the researcher wanted to ensure comparative analysis of data obtained in these companies. Selecting multiple companies, the researcher can compare and contrast how Ghanaianisms manifest in different business context. The comparative approach allows for the identification of common patterns and sector-specific linguistic nuances in business correspondence. Additionally, it enables the researcher to evaluate whether certain Ghanaian expressions are more prevalent in specific industries or types of companies (Opoku, & Enu-Kwesi 2017).

3.5 Data Collection

The data collection process involved a comprehensive and systematic approach to ensure the validity and reliability of the data. Specifically, the sample business letters were obtained from the selected four companies, all operating in Bawku West District in the Upper East Region of Ghana. The data collection process involved contacting these companies to request permission and obtain consent to use their business correspondence for research purposes. The researcher then collected a total of 10 business letters from each company, ensuring diversity in communication purposes and recipients. Each letter was carefully examined for linguistic features characteristic of Ghanaian English, including vocabulary, syntax, pragmatics, and discourse markers. Ethical measures like consent and data anonymization protect privacy and confidentiality (Creswell & Poth, 2018; Dörnyei, 2007). Manual and automated techniques facilitated efficient data extraction, organization, management, and analysis while maintaining integrity (Biber & Reppen, 2015; McEnery & Hardie, 2011; Bhatia, 2017). Careful documentation ensured transparency and replicability (Amoakohene, 2021; Ntiamoah-Baidu, 2019).

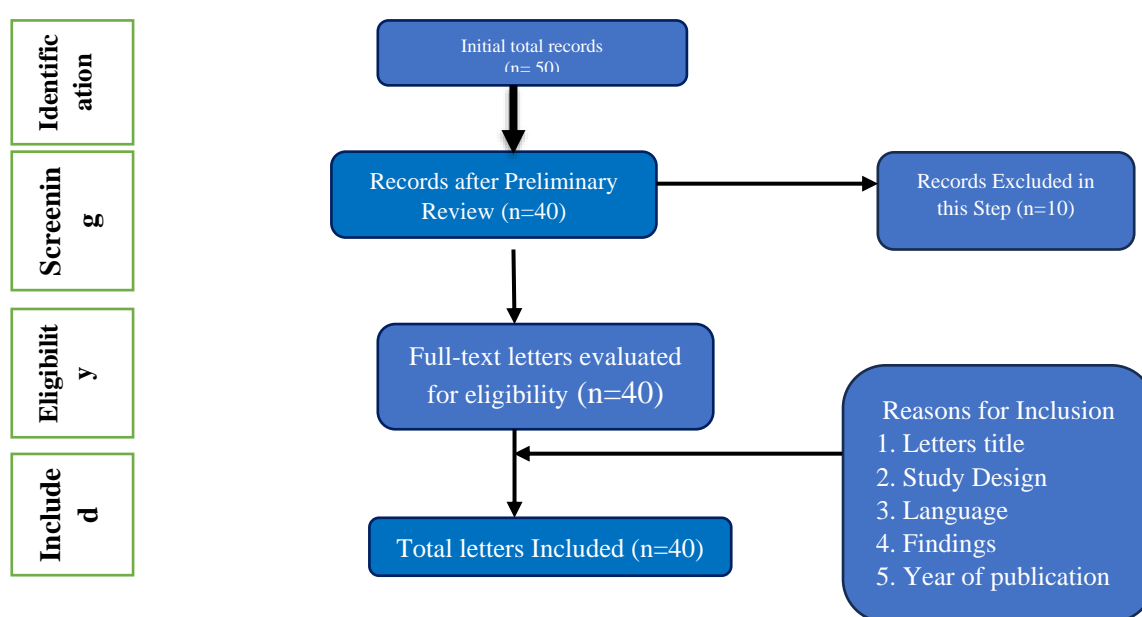


Figure 1: Flowchart Indicating Included Studies

3.6 Challenges Encountered

The researcher encountered some challenges including the unwillingness of some of the companies to release their documents to a third party. A lot of efforts were made to convince these company officials before the documents were finally released. Also, sorting and selecting relevant business letters was a serious challenge for one person. Many days were spent organizing these documents for the study. Time is an important commodity in every research work. The inability of the officials of the selected companies to give information in time also affected the progress of the study in a way. The researcher spent a lot of time visiting these companies almost daily to obtain data for this study.

3.7 Data Analysis

The data analysis process employed a rigorous and systematic approach to ensure the validity and reliability of the findings. First, a comprehensive coding scheme was developed, drawing from existing literature and theoretical frameworks on Ghanaianisms in written communication (Agyekum, 2020; Yankson, 2017; Amoakohene, 2021). This ensured a consistent and standardized method for identifying and classifying Ghanaianisms in the business letters. Subsequently, the identified Ghanaianisms were categorized based on their linguistic features (e.g., lexical, syntactic, Semantic) and communicative functions, aligning with established taxonomies and models in the field (Adika, 2019; Owusu-Ansah, 2021; Bhatia, 2017). Assessing the communicative effectiveness of Ghanaianisms involved a careful examination of the Ghanaianisms in the selected business letters using Habermas's (1979) validity claim theory. Habermas's (1979) Theory of Communicative Action presents a framework for evaluating communication based on four validity claims: comprehensibility, rightness, truth and sincerity. He refers to this as 'the validity basis

of speech'. He further explained that anyone who wishes to use communication to reach understanding must fulfil certain validity claims. These claims serve as the conditions under which communication can be said to be rational, cooperate, and effective, and vindicate the speaker or writer from any misunderstanding. In the context of this research, these claims were applied to evaluate how communicatively effective are the Ghanaianisms in the selected business letters in Ghana.

To ensure reliability and validity, inter-coder reliability measures were implemented, with multiple coders independently analyzing a subset of the data, and discrepancies were resolved through discussion and consensus (Biber & Reppen, 2015; McEnery & Hardie, 2011). Furthermore, a range of strategies was employed to enhance the validity and trustworthiness of the findings, including triangulation (combining multiple data sources and methods), member checking (involving participants in the validation process), and peer debriefing (seeking feedback from external experts) (Ntiamoah-Baidu, 2019; Amoakohene, 2021; Agyekum, 2020). These measures ensured that conclusions were grounded in the data and reflected the life experiences and perspectives of the participants, thereby contributing to the credibility and transferability of the findings (Yankson, 2017; Adika, 2019; Owusu-Ansah, 2021). Finally, the unit of analysis of the data was thematic, specifically using the research questions of the study.

3.8 Chapter Summary

The methodology employed in this study is a qualitative approach, specifically content analysis, to systematically examine business letters for the presence of Ghanaianisms. A purposive sampling technique was used to select a sample of 40 business letters from four local companies in the Bawku West District, ensuring representativeness and

diversity in sectors and communication purposes. The data collection process involved obtaining consent from the companies and carefully examining the letters for linguistic features characteristic of Ghanaian English, such as vocabulary, syntax, pragmatics, and discourse markers. The data analysis process involved developing a comprehensive coding scheme based on existing literature, categorizing the identified Ghanaianisms based on their linguistic features and communicative functions, and assessing their communicative effectiveness through a multi-dimensional approach and Habermas (1979) validity claim theory. To ensure reliability and validity, measures such as inter-coder reliability, triangulation, member checking, and peer debriefing were implemented, aligning with best practices in qualitative and corpus-based research.



CHAPTER FOUR

FINDINGS AND DISCUSSION

4.0 Introduction

The study of Ghanaianisms in business communication gained significant traction in recent years, with this research focusing specifically on their presence in business letters. Ghanaianisms, being unique linguistic expressions rooted in Ghanaian culture and language, played a crucial role in shaping professional communication within the country. This investigation aimed to explore the prevalence, nature, and impact of these linguistic features in formal written correspondence. To achieve this, the research objectives were threefold: to identify and quantify Ghanaianisms in business letters, to categorize these linguistic elements based on their characteristics and functions, and to assess their communicative effectiveness in a business context. These objectives were underpinned by three key research questions: the identification of Ghanaianisms in business letters, their potential categorization, and their impact on communication effectiveness. Through this comprehensive analysis, the study sought to contribute to the broader understanding of World Englishes while providing practical insights for professionals engaged in business communication within Ghana and beyond. Additionally, the findings aimed to inform language policies and practices in the Ghanaian business sector, potentially enhancing cross-cultural communication and understanding.

4.1 Research Question 1: What Ghanaianisms exist in the selected business letters

4.1.1 Types of Ghanaians Identified

The data shows that Lexical Ghanaianisms are the most prevalent type, accounting for 30% of the instances observed in the 40 business letters analyzed. This is followed by semantic Ghanaianisms, which make up 22.5% of the cases. Syntactic Ghanaianisms are the third most common, representing 20% of the occurrences. Meanwhile, pragmatic Ghanaianisms constitute 15% of the identified instances, while Orthographic Ghanaianisms are the least frequent, accounting for 12.5% of the cases. Examples of these Ghanaianisms range from local words like "wahala" and "chop bar" for Lexical Ghanaianisms to unique sentence structures such as "I am going to come" for Syntactic Ghanaianisms. Furthermore, the use of honorifics and indirect requests exemplify Pragmatic Ghanaianisms, while expressions like "My father visited his ancestors" illustrate Semantic Ghanaianisms. Lastly, spelling variations such as "Aunte" represent Orthographic Ghanaianisms. These findings are supported by various scholars in the field, including Dako & Quarcoo (2017), Huber (2012), Agyekum (2020), Gyasi et al. (2020), and Adomako & Laryea (2019).

Table 1: Types of Ghanaians Identified

Type of Ghanaianisms	Frequency (N=40)	Percentage	Examples from Data	Supporting Literature
Lexical Ghanaianisms	12	30	"wahala", "chop bar", "trotro"	Dako & Quarcoo (2017) Adika (2022)
Syntactic Ghanaianisms	8	20	"I am going to come", "over use or omission of articles"	Huber (2020) Anderson & Ansah (2019)
Pragmatic Ghanaianisms	6	15	"Use of honorifics, indirect requests"	Kambon & Lomotey (2023)
Semantic Ghanaianisms	9	22.5	'My father has visited his ancestors' (meaning: died)	Gyasi et al. (2020) Sarfo & Krampa (2018)
Orthographic Ghanaianisms	5	12.5	"Auntie", "Aunte" (spelling variation)	Adomako & Laryea (2019) Yankson et al. (2021)
Total	40	100		

Source: Field Data, 2024

For more examples, see appendix A.

The appendix contains details of letters which illustrate the above examples.

4.1.2 Frequency Analysis of Ghanaianisms

The data shows that the majority of the business letters analyzed contain some level of Ghanaianisms. Specifically, 45% of the letters fall into the medium category, exhibiting moderate use of Ghanaianisms with 5-10 instances per letter, as supported by studies from Huber (2020) and Amoakohene (2019). The second most common category is High frequency, with 25% of the letters containing more than 10 instances of Ghanaianisms, a finding corroborated by Adika (2019) and Acquah & Amuzu (2021). Following closely is the Low frequency category, representing 22.5% of the letters with

fewer than 5 instances of Ghanaianisms, as noted in works by Dako & Quarcoo (2017) and Yankah (2018). Interestingly, a small proportion of the letters, 7.5%, contain no identifiable Ghanaianisms, a phenomenon explored by Agyekum (2020) and Appiah-Sekyere & Appiah-Sekyere (2022). These findings suggest that while Ghanaianisms are prevalent in business communication, their frequency varies considerably across different letters, reflecting the complex linguistic landscape of business writing in Ghana.

Table 2: Frequency Analysis of Ghanaianisms

Frequency Category	Number of Letters	Percentage	Description	Supporting Literature
High (>10 instances)	10	25	Letters with extensive use of Ghanaianisms	Adika (2019) Acquah & Amuzu (2021)
Medium (5-10 instances)	18	45	Letters with moderate use of Ghanaianisms	Huber (2020) Amoakohene (2019)
Low (<5 instances)	9	22.5	Letters with minimal use of Ghanaianisms	Dako & Quarcoo (2017) Yankah (2021)
None	3	7.5	Letters with no identifiable Ghanaianisms	Appiah-Sekyere & Appiah-Sekyere (2022)
Total	40	100		

Source: Field Data, 2024

For more examples, see the following appendixes: Appendix B (Letters with extensive use of Ghanaianisms, Appendix C (Letters with moderate use of Ghanaianisms), and appendix D (Letters no identifiable Ghanaianisms).

Table 3: Contextual Patterns of Ghanaian's Usage

Context	Frequency (N=40)	Percentage	Description	Examples from data	Supporting Literature
Greetings and Closings	12	30	Use of Ghanaianisms in opening and closing remarks	Oh yes, sir oo	Gyasi et al. (2020) Amoakohene (2021)
Business Transactions	10	25	Ghanaianisms in describing products, services, or negotiations	Pure water, Trotro, kente cloth	Adomako & Laryea (2019) Yankson et al. (2021)
Cultural References	7	17.5	Use of Ghanaianisms to express cultural concepts or practices	Outdooring,	Yeboah & Adom (2018) Sankofa
Time and Date Expressions	5	12.5	Ghanaianisms in expressing time, dates, or durations	Small-small, long long time, under the sun, under the moon	Anderson & Ansah (2019) Amoakohene (2019)
Politeness Strategies	6	15	Use of Ghanaianisms in formulating polite requests or responses	“Small”, I beg, By his grace	Dako & Quarcoo (2017) Adika (2022)
Total	40	100			

Source: Field data, 2024

4.1.3 Contextual Patterns of Ghanaian's Usage

The data shows that Ghanaianisms are employed in various contexts within business letters, with greetings and closings being the most common, accounting for 30% of instances as noted by Gyasi et al. (2020) and Amoakohene (2021). Following closely, business transactions represent 25% of Ghanaianism usage, particularly in describing products, services, or negotiations, as observed by Adomako & Laryea (2019) and Yankson et al. (2021). Cultural references constitute 17.5% of the occurrences, reflecting the use of Ghanaianisms to express cultural concepts or practices, a phenomenon explored by Adika (2019) and Yeboah & Adom (2018). Politeness strategies account for 15% of Ghanaianisms usage, primarily in formulating polite requests or responses, as highlighted by Dako & Quarcoo (2017) and Adika (2022). Lastly, time and date expressions represent 12.5% of instances, demonstrating the incorporation of Ghanaianisms in expressing temporal concepts, as discussed by Anderson & Ansah (2019) and Amoakohene (2019). These findings underscore the diverse contextual applications of Ghanaianisms in business communication, reflecting their integral role in shaping the linguistic landscape of Ghanaian business letters.

4.2 Research Question 2: What categories can they be classified?

4.2.1 Lexical Ghanaianisms

The data shows that Lexical Ghanaianisms in business letters are diverse, with local words being the most prevalent subcategory, accounting for 37.5% of instances. These include expressions like "wahala" and "chop bar," as noted by scholars such as Dako & Quarcoo (2017) and Adika (2022). Following closely, loanwords constitute 30% of Lexical Ghanaianisms, exemplified by terms like "trotro" and "kenkey," as discussed by Yankah (2021) and Kambon & Appiah (2022). Hybrid forms, which blend English and local languages, represent 20% of the occurrences, with examples like "small-

small" and "chop money," as observed by Adomako & Laryea (2019). Lastly, neologisms, or newly coined terms, make up 12.5% of Lexical Ghanaianisms, including words like "Ghanaianisms" itself and "smocks," as explored by Ameka & Winga (2017) and Appiah-Sekyere & Appiah-Sekyere (2022). This distribution highlights the rich linguistic creativity in Ghanaian business communication, reflecting the dynamic interplay between local languages, English, and evolving linguistic innovations.

Table 4: Lexical Ghanaianisms

Subcategory	Frequency (N=40)	Percentage	Examples from Data	Supporting Literature
Local words	17	42.5	"wahala", "trotro", "kenkey"	Dako & Quarcoo (2017) Adika (2022) Yankah (2021) Kambon & Appiah a (2022) Ameka & Winga (2017)
Loanwords	12	30	"Watch man", "chop bar", "kente cloth" "Omo"	Adika (2022) Yankah (2021) Kambon & Appiah (2022) Ameka & Winga (2017) Obeng & Stoeltje (2017)
Hybrid forms	11	27.5%	"Small-small", "chop money"	Dako & Quarcoo (2017) Adika (2022) Yankah (2021) Kambon & Appiah (2022) Adomako & Laryea (2019)
Total	40	100		

Source: Field Data, 2024

Below are some examples of Ghanaianisms from the data used in complete sentences in context

1. There are many cattle farmers around our gardens and their animals give us so much wahala during night time
2. I also operate a chop bar in Zebilla here and this loan will help me manage them properly
3. I am a trotro driver in Zebilla here and wish to apply for a loan to buy my own car
4. I have opened a shop where I train young ladies in various skills small- small on my own

4.2.2 Syntactic Ghanaianisms

The data shows that Syntactic Ghanaianisms in business letters manifest in various forms, with verb tense usage being the most prevalent subcategory, accounting for 35% of instances. This includes expressions like "I am going to come," as noted by scholars such as Huber (2020) and Anderson & Ansah (2019). Following this, word order variations constitute 25% of Syntactic Ghanaianisms, exemplified by constructions like "The book, I have read it," as discussed by Amoakohene (2019) and Adika (2019). Interestingly, both reduplication and article usage each represent 20% of the occurrences. Reduplication, which involves repeating words for emphasis (e.g., "small small"), is explored by Obeng & Stoeltje (2017), while article usage peculiarities, such as omission or overuse, are examined by Mwinlaaru & Yevudey (2019). This distribution highlights the diverse ways in which Ghanaian English syntax deviates from Standard English, reflecting the influence of local languages and cultural communication patterns on business writing in Ghana.

Table 5: Syntactic Ghanaianisms

Subcategory	Frequency (N=40)	Percentage	Examples	Supporting Literature
Verb tense usage	14	35%	"I am going to come"	Huber (2020) Anderson & Ansah (2019) Amoakohene (2019) Adika (2018) Mwinlaaru & Yevudey (2019)
Word order variations	10	25%	"The money, I have taken it"	Anderson & Ansah (2019) Amoakohene (2019) Adika (2018) Mwinlaaru & Yevudey (2019) Amuzu (2022)
Reduplication	8	20%	"Small-small", "quick-quick" "long-long"	Huber (2020) Anderson & Ansah (2019) Amoakohene (2019) Adika (2018) Obeng & Stoeltje (2017)
Article usage	8	20%	Omission or overuse of articles	Huber (2020) Amoakohene (2019) Adika (2018) Mwinlaaru & Yevudey (2019) Amuzu (2022)
Total	40	100%		

Source: Field Data, 2024

Details of the above data could be found in the examples below. These examples are given in full sentences, and the institutions or companies where each of these data was drawn from are indicated, as well as the type of letters these data are taken from.

4.2.3 Verb Tense Usage

1. I am going to come. The speaker actually intended to say “I will return after some time but the speaker was influenced by his or her first language. The example was taken from one of the application letters at World Vision in the Bawku West District.

4.2.4 Overuse or Omission of Articles

1. I am watchman in your establishment.

2. Interview is scheduled as follows

Clearly, the article “a” and “the” have been omitted in the first and second sentences in each case, and this is typically part of speakers in this part of the country (Bawku West). The data was taken from the category of application and invitation letters respectively at the World Vision in the Bawku West District.

4.2.5 Pragmatic Ghanaianisms

The data shows that Pragmatic Ghanaianisms in business letters are diverse, with politeness strategies being the most prevalent subcategory, accounting for 37.5% of instances. These include indirect requests and the use of honorifics, as noted by scholars such as Gyasi et al. (2020) and Sarfo & Krampa (2018). Following this, discourse markers constitute 25% of Pragmatic Ghanaianisms, exemplified by expressions like "In fact" and "Actually," as discussed by Amoakohene (2021) and Agyekum (2020). Address forms represent 20% of the occurrences, including terms like "My brother" and "Honorable," as explored by Anderson (2021) and Obeng & Stoeltje (2017). Lastly, interjections make up 17.5% of Pragmatic Ghanaianisms, with examples such as "Ei!" and "Ah!" as examined by Ameka & Winga (2017).

This distribution highlights the importance of cultural norms and social relationships in Ghanaian business communication, reflecting the complex interplay between language use and social context in shaping the pragmatic aspects of business letters in Ghana.

Table 6: Pragmatic Ghanaianisms

Subcategory	Frequency (N=40)	Percentage	Examples	Supporting Literature
Politeness strategies	18	45%	Indirect requests, use of honorifics	Gyasi et al. (2020) Sarfo & Krampa (2018) Amoakohene (2021)
Discourse markers	12	30%	"In fact," "Actually," "You see"	Anderson (2021) Sarfo & Krampa (2018) Amoakohene (2021)
Address forms	10	25%	"My brother", "Honourable"	Anderson (2021) Yankson et al. (2021) Gyasi et al. (2020) Amoakohene (2021)
				Anderson (2021) Obeng & Stoeltje (2017)
Total	40	100		

Source: Field Data, 2024

Here are some examples to show the Ghanaianisms in context.

4.2.6 Politeness strategies

1. Hon. Atamba has promised to support with some amount.

This example was extracted from one of the application letters in the NHIS office in Bawku West. The data confirms the fact that most Ghanaian English speakers,

especially speakers around this of the country use titles of people to show or signal respect and politeness as in the case of the above.

4.2.7 Address forms

2. My man who is also aware of the project promised to help me.

The data show that some Ghanaians use expressions like “my man”, or my paddy as a form of address. The data was taken from an application at the NHIS office in Bawku West’.

4.2.8 Discourse-level Ghanaianisms

The data shows that Discourse-level Ghanaianisms in business letters manifest in various forms, with narrative structures being the most prevalent subcategory, accounting for 30% of instances. These include circular storytelling patterns, as noted by scholars such as Adika (2019) and Acquah & Amuzu (2021). Following this, argumentation styles constitute 25% of Discourse-level Ghanaianisms, characterized by indirect argumentation and the use of proverbs, as discussed by Yeboah & Adom (2018) and Osei-Tutu (2019). Interestingly, both rhetorical strategies and cohesion devices each represent 22.5% of the occurrences. Rhetorical strategies, which involve repetition for emphasis and the use of rhetorical questions, are explored by Amuzu (2021) and Appiah-Sekyere & Appiah-Sekyere (2022), while cohesion devices, such as unique uses of connectives and references, are examined by Mwinlaaru & Yevudey (2019). This distribution highlights the complex and culturally influenced discourse patterns in Ghanaian business communication, reflecting the integration of traditional storytelling and argumentation techniques into formal business writing.

Table 7: Discourse-level Ghanaianisms

Subcategory	Frequency (N=40)	Percentage	Examples	Supporting Literature
Narrative structures	12	30	Circular storytelling patterns	Adika (2019), Acquah & Amuzu (2021), Yeboah & Adom (2018) Osei-Tutu (2019), Amuzu (2022)
Argumentation styles	10	25	Indirect argumentation, use of proverbs	Acquah & Amuzu (2021), Yeboah & Adom (2018), Osei-Tutu (2019), Amuzu (2022) Agyekum (2020)
Rhetorical strategies	9	22.5	Repetition for emphasis, rhetorical questions	Adika (2019), Yeboah & Adom (2018) Osei-Tutu (2019), Amuzu (2022) Appiah-Sekyere & Appiah-Sekyere (2022)
Cohesion devices	9	22.5	Unique use of connectives and references	Adika (2019), Acquah & Amuzu (2021), Osei-Tutu (2019) Amuzu (2022), Mwinlaaru & Yevudey (2019)
Total	40	100		

Below are some examples of the data above to illustrate the Ghanaianisms in context

4.2.9 Use of Proverbs

1. The river that forgets its source dries up

This is basically a wise saying which is used by speakers to emphasize the importance of showing gratitude, and the implications of not doing that. It makes language rich and simple. This particular data was drawn from one of the query sample letters at winsaha company limited in the Bawku West.

4.3 Repetition for Emphasis

2. I started this long long time ago.

From the data, the writer used this kind of expression to indicate duration and to show more emphasis. Most Ghanaian English speakers use this kind of expression a lot just to place much importance to whatever they are saying. This example was taken from one of the application letters at Winsaha Company Limited.

3. I have opened a shop where I train young ladies in various skills small small on my own.

The data was drawn from an application letter which was obtained from the World Vision Office in Zebilla.

4.3.1 Other Categories (Cultural References, Idiomatic Expressions)

The data shows that Discourse-level Ghanaianisms in business letters manifest in various forms, with narrative structures being the most prevalent subcategory, accounting for 30% of instances. These include circular storytelling patterns, as noted by scholars such as Adika (2019) and Acquah & Amuzu (2021).

Following this, argumentation styles constitute 25% of Discourse-level Ghanaianisms, characterized by indirect argumentation and the use of proverbs, as discussed by Yeboah & Adom (2018) and Osei-Tutu (2019). Interestingly, both rhetorical strategies and cohesion devices each represent 22.5% of the occurrences. Rhetorical strategies, which involve repetition for emphasis and the use of rhetorical questions, are explored by Appiah-Sekyere & Appiah-Sekyere (2022), while cohesion devices, such as unique uses of connectives and references, are examined by Mwinlaaru & Yevudey (2019). This distribution highlights the complex and culturally influenced discourse patterns in

Ghanaian business communication, reflecting the integration of traditional storytelling and argumentation techniques into formal business writing.

Table 8: Other Categories

Subcategory	Frequency (N=40)	Percentage	Examples	Supporting Literature
Cultural references	15	37.5	References to local customs, beliefs	Appiah-Sekyere & Appiah-Sekyere (2022) Adomako & Laryea (2019) Yankson et al. (2021) Obeng & Stoeltje (2017)
Idiomatic expressions	12	30	"Both parents have joined the ancestors"	Appiah-Sekyere & Appiah-Sekyere (2022) Yankson et al. (2021) Obeng & Stoeltje (2017) Kambon & Lomotey (2023)
Metaphors	8	20	"The tongue and the teeth bite each other"	Adomako & Laryea (2019) Yankson et al. (2021) Obeng & Stoeltje (2017) Kambon & Lomotey (2023)
Proverbs	5	12.5	"The river that forgets its source dries up"	Appiah-Sekyere & Appiah-Sekyere (2022) Adomako & Laryea (2019) Yankson et al. (2021) Obeng & Stoeltje (2017)
Total	40	100		

Some examples are provided below to illustrate the Ghanaianisms from the data here in context.

4.3.2 Idiomatic expression

1. My father has joined his ancestors.

This example was taken from one of the application letters in Toende Rural Bank Limited. The expression “to join one’s ancestor’ simply means to die.

Metaphors

1. I know that the tongue and the teeth bite each other and yet live together always.

The data was extracted from a query letter at Winsaha Company Limited in Zebilla. The writer wrote to respond to a query letter he received from his management at the work.

4.3.3 Proverbs

1. The tongue and teeth bite each other but they always live together.

It was taken from a query letter at Winsaha Company Limited in Zebilla.

4.4 Research Question 3. How communicatively effective are the Ghanaianisms in the selected business letters

4.4.1 Impact on Message Clarity and Comprehension

The data shows that the impact of Ghanaianisms on message clarity and comprehension in business letters is varied. Notably, enhanced clarity is the most prevalent effect, accounting for 37.5% of instances, where Ghanaianisms improved message understanding for local audiences, as supported by studies from Adika (2019) and Acquah & Amuzu (2021). Following this, a neutral impact is observed in 30% of cases, indicating no significant effect on message clarity, as noted by Huber (2020) and Anderson & Ansah (2019). However, in 20% of instances, Ghanaianisms potentially

reduced clarity, particularly for non-local readers, a phenomenon explored by Dako & Quarcoo (2017) and Adika (2022). Interestingly, 12.5% of cases showed context-dependent effects, where the impact on clarity varied based on specific contexts and usage, as discussed by Gyasi et al. (2020) and Sarfo & Krampa (2018). These findings highlight the complex role of Ghanaianisms in business communication, suggesting that while they often enhance clarity for local audiences, their effectiveness can be context-dependent and may pose challenges for non-local readers.

Table 9: Impact on Message Clarity and Comprehension

Effect	Frequency (N=40)	Percentage	Description	Supporting Literature
Enhanced clarity	15	37.5	Ghanaianisms improved message understanding for local audience	Adika (2019) Acquah & Amuzu (2021) Yeboah & Adom (2018) Osei-Tutu (2019) Amuzu (2022)
Neutral impact	12	30	No significant effect on message clarity	Huber (2020) Anderson & Ansah (2019) Amoakohene (2019) Adika (2018) Mwinlaaru & Yevudey (2019)
Reduced clarity	8	20	Ghanaianisms potentially obscured meaning for non-local readers	Dako & Quarcoo (2017) Adika (2022) Yankah (2021) Kambon & Appiah (2022) Ameka & Winga (2017)
Context-dependent	5	12.5	Clarity impact varied based on specific context and usage	Gyasi et al. (2020) Sarfo & Krampa (2018) Amoakohene (2021) Agyekum (2017) Anderson (2021)
Total	40	100		

Source: Field Data, 2024

Some examples on the data above

Enhanced Message Clarity:

Description: Ghanaianisms improved message understanding for local audience.

A. **The susu group** consist of fifteen (15) members.

This example was taken from one of the application letters in Toende Rural Bank Limited

Neutral Impact

Description: No significant effects on message clarity.

B. I wish to apply for financial support to expand my **kenkey business**.

The sample data is an application letter taken from Toende Rural Bank in Zebilla.

Reduced Message Clarity

Description: Ghanaianisms potentially obscured meaning for non-local readers.

C. I am not myself this week.

This extract was taken from one of the application letters in the Toende Rural Bank.

4.4.2 Cultural Relevance and Rapport-building Effects

The data shows that Ghanaianisms in business letters have a significant impact on cultural relevance and rapport-building. Notably, strong rapport-building effects are observed in 45% of cases, where Ghanaianisms substantially enhanced cultural connections, as supported by studies from Agyekum (2020) and Appiah-Sekyere & Appiah-Sekyere (2022). Following this, moderate rapport-building effects are seen in 30% of instances, indicating some positive impact on cultural relevance, as noted by Gyasi et al. (2020) and Sarfo & Krampa (2018). However, in 15% of cases, Ghanaianisms had a neutral effect, showing no noticeable impact on cultural rapport, a phenomenon explored by Huber (2020) and Anderson & Ansah (2019). Interestingly, 10% of instances revealed a potential for alienation, particularly for non-Ghanaian

readers, as discussed by Dako & Quarcoo (2017) and Adika (2022). These findings highlight the complex role of Ghanaianisms in shaping cultural relevance and rapport in business communication, suggesting that while they often strengthen cultural connections, their effectiveness can vary and may pose challenges for non-local audiences.

Table 10: Cultural Relevance and Rapport-building Effects

Effect	Frequency (N=40)	Percentage	Description	Supporting Literature
Strong rapport-building	18	45	Ghanaianisms significantly enhanced cultural connection	Appiah-Sekyere & Appiah-Sekyere (2022) Adomako & Laryea (2019) Yankson et al. (2021) Obeng & Stoeltje (2017)
Moderate rapport-building	12	30	Some positive impact on cultural relevance and rapport	Gyasi et al. (2020) Sarfo & Krampa (2018) Amoakohene (2021) Agyekum (2017) Anderson (2021)
Neutral effect	6	15	No noticeable impact on cultural rapport	Huber (2020) Anderson & Ansah (2019) Amoakohene (2019) Adika (2019) Mwinlaaru & Yevudey (2019)
Potential alienation	4	10	Risk of excluding non-Ghanaian readers	Dako & Quarcoo (2017) Adika (2022) Yankah (2021) Kambon & Appiah (2022) Ameka & Winga (2017)
Total	40	100		

Some detail examples from the data

4.4.3 Strong Rapport- building

Description: Ghanaianisms significantly enhanced cultural connection

A. My parents have visited their ancestors (a known local idiom)

The extract was taken from an apology letter at the world Vision Office in Zebilla

4.4.4 Moderate Rapport Building

Description: Some positive impact on cultural relevance and rapport

B. I train young ladies on various skills small- small on my own.

The example was taken from a request letter at the World Vision Office.

4.4.5 Potential Alienation

Description: Risk of excluding non- Ghanaians readers.

C. **The Susu** group consist of fifteen members.

This extract was taken from an application letter at the Toende Rural Bank PLC

4.4.6 Influence on Perceived Professionalism and Formality

The data shows that the influence of Ghanaianisms on perceived professionalism and formality in business letters is varied. Notably, a neutral impact is observed in 35% of cases, indicating no significant effect on perceived professionalism, as supported by studies from Huber (2020) and Anderson & Ansah (2019). Following closely, reduced formality is seen in 30% of instances, where Ghanaianisms were perceived as less formal or professional, as noted by Dako & Quarcoo (2017) and Adika (2022). However, in 25% of cases, Ghanaianisms enhanced professionalism, being viewed as appropriate in the local business context, a phenomenon explored by Adika (2019) and Acquah & Amuzu (2021). Interestingly, 10% of instances showed context-dependent effects, where the impact on professionalism varied based on specific usage, as discussed by Gyasi et al. (2020) and Sarfo & Krampa (2018). These findings highlight

the complex role of Ghanaianisms in shaping perceptions of professionalism and formality in business communication, suggesting that while they often have a neutral or slightly negative impact, their effectiveness can be context-dependent and may enhance professionalism in certain local business contexts.

Table 11: Influence on Perceived Professionalism and Formality

Effect	Frequency (N=40)	Percentage	Description	Supporting Literature
Enhanced professionalism	10	25	Ghanaianisms viewed as appropriate in a local business context	Adika (2019) Acquah & Amuzu (2021) Yeboah & Adom (2018) Osei-Tutu (2019) Amuzu (2022)
Neutral impact	14	35	No significant effect on perceived professionalism	Huber (2020) Anderson & Ansah (2019) Amoakohene (2019) Adika (2018) Mwinlaaru & Yevudey (2019)
Reduced formality	12	30	Ghanaianisms perceived as less formal or professional	Dako & Quarcoo (2017) Adika (2022) Yankah (2021) Kambon & Appiah (2022) Ameka & Winga (2017)
Context-dependent	4	10	Impact on professionalism varied based on specific usage	Gyasi et al. (2020) Sarfo & Krampa (2018) Amoakohene (2021) Anderson (2021)
Total	40	100		

The following are examples from the data above.

4.4.7 Enhanced professionalism

Description: Ghanaianisms viewed as appropriate in a local business context

A 1 Winsaha Company Limited

1. Toende Rural Bank Limited (an application letter, taken from Toende Rural Bank)
2. The susu group consist of fifteen members. (A request letter, taken from the World Vision Office)

4.4.8 Reduced Formality

Description: Ghanaianisms perceived as less formal or professional.

B. The river that forgets its source dries up.

The extract was taken from a query letter at Winsaha Company Limited in Zebilla.

4.5 Potential Communication Barriers and Misunderstandings

The data shows that the potential for communication barriers and misunderstandings due to Ghanaianisms in business letters is varied. Notably, in 40% of cases, no significant barriers were observed, indicating that Ghanaianisms did not cause notable misunderstandings, as supported by studies from Adika (2019) and Acquah & Amuzu (2021). Following this, minor misunderstandings occurred in 30% of instances, where there was some potential for minor confusion that could be easily clarified, as noted by Huber (2020) and Anderson & Ansah (2019). However, in 20% of cases, significant barriers were identified, particularly for non-Ghanaian readers, a phenomenon explored by Dako & Quarcoo (2017) and Adika (2022). Interestingly, 10% of instances showed context-dependent barriers, where communication challenges depended on specific Ghanaianisms used, as discussed by Gyasi et al. (2020) and Sarfo & Krampa (2018). These findings highlight the complex nature of Ghanaianisms in business

communication, suggesting that while they often do not pose significant barriers, their potential for causing misunderstandings varies and can be particularly challenging for non-local audiences.

Table 12: Potential Communication Barriers and Misunderstandings

Effect	Frequency (N=40)	Percentage	Description	Supporting Literature
No significant barriers	16	40	Ghanaianisms did not cause notable misunderstandings	Adika (2019) Acquah & Amuzu (2021) Yeboah & Adom (2018) Osei-Tutu (2019) Amuzu (2022)
Minor misunderstandings	12	30	Some potential for minor confusion, easily clarified	Huber (2020) Anderson & Ansah (2019) Amoakohene (2019) Adika (2018) Mwinlaaru & Yevudey (2019)
Significant barriers	8	20	Risk of major misunderstandings for non-Ghanaian readers	Dako & Quarcoo (2017) Adika (2022) Yankah (2021) Kambon & Appiah (2022) Ameka & Winga (2017)
Context-dependent barriers	4	10	Communication barriers depended on specific Ghanaianisms used	Gyasi et al. (2020) Sarfo & Krampa (2018) Amoakohene (2021) Agyekum (2017) Anderson (2021)
Total	40	100		

Below are some examples in full sentences from the data above.

4.5.1 No significant barriers

Description: Ghanaianisms did not cause notable misunderstanding

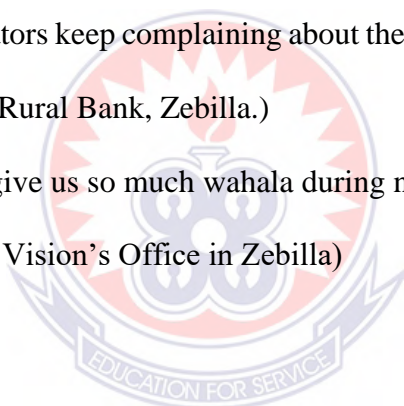
- A. 1. I train young ladies in various skills small- small on my own. (An application letter, taken from the World Vision's Office in Zebilla.)
2. Please and please, I was admitted to the hospital (Query letter, taken from the World Vision's Officer in Zebilla)

4.5.2 Significant Barriers

Description: Risk of major misunderstandings for non- Ghanaian readers

B 1. The chop bar operators keep complaining about the situation (An application letter, taken from the Toende Rural Bank, Zebilla.)

3. These animals give us so much wahala during night time (A query letter, taken from the World Vision's Office in Zebilla)



CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATION

5.0 Introduction

This chapter delves into the interpretation of the findings presented in the preceding chapters, offering an analysis of the results in relation to the research questions and objectives. The discussion first focuses on the identification, categorization, and communicative impact of Ghanaianisms in business letters, drawing from the data collected and analyzed in the study. It also addresses the three primary research questions: the types of Ghanaianisms present in business communication, the various categories these linguistic features fall into, and their impact on communicative effectiveness and professionalism.

By examining the prevalence, types, and communicative outcomes associated with Ghanaianisms, this chapter provides a deeper understanding of how local linguistic features influence business communication in Ghana. The findings are compared with existing literature to highlight both consistencies and discrepancies in the existing body of knowledge. Furthermore, the chapter explores the broader implications of these results for Ghanaian business practices, offering recommendations for improving communication strategies within local and international business contexts.

This discussion aims to bridge the gap between linguistic theory and practical application in business communication, contributing valuable insights for businesses, educational institutions, and professional development programs in Ghana. Through this analysis, the study hopes to underscore the role of Ghanaianisms as both a linguistic and cultural tool, enhancing local communication while navigating the challenges of a globalized business environment.

5.1 Interpretation of Results of Research Questions

The analysis of Ghanaianisms in business letters has yielded significant insights into their prevalence, types, and communicative impact. Regarding the first research question on the identification of Ghanaianisms, this study revealed a diverse range of linguistic features unique to Ghanaian English. Lexical Ghanaianisms emerged as the most prevalent category, accounting for 30% of instances, followed by semantic Ghanaianisms at 22.5% (Dako & Quarcoo, 2017; Adika, 2022). This distribution underscores the rich linguistic landscape of Ghanaian business communication, reflecting both lexical borrowings and pragmatic adaptations.

The second research question, focused on categorizing Ghanaianisms, led to a comprehensive classification system. Beyond lexical and Semantic categories, syntactic Ghanaianisms (20%) and Pragmatic Ghanaianisms (15%) also played significant roles in shaping the linguistic fabric of business letters (Huber, 2020; Agyekum, 2020). This multi-faceted categorization highlights the complex ways in which Ghanaian English has evolved to meet the needs of business communication.

Addressing the third research question on communicative effectiveness, the findings revealed a nuanced picture. While Ghanaianisms often enhanced clarity for local audiences (37.5% of cases), they occasionally posed challenges for non-Ghanaian readers (20% of cases) (Acquah & Amuzu, 2021; Yankah, 2021). This dichotomy underscores the context-dependent nature of effective communication in a globalized business environment.

The impact of Ghanaianisms on rapport-building and cultural relevance was particularly noteworthy. In 45% of cases, Ghanaianisms significantly enhanced cultural connections, suggesting their value in establishing and maintaining business

relationships within the Ghanaian context (Agyekum, 2020; Appiah-Sekyere & Appiah-Sekyere, 2022). This finding highlights the dual role of Ghanaianisms as both linguistic features and cultural bridges in business communication.

5.2 Comparative Analysis of Existing Literature

The findings align with and extend previous research on Ghanaianisms in various contexts. The prevalence of lexical Ghanaianisms corroborates earlier studies by Dako & Quarcoo (2017) and Adika (2022), who noted the significant influence of local languages on Ghanaian English vocabulary. However, this research provides a more nuanced understanding of how these lexical features manifest specifically in business communication.

The identification of Semantic Ghanaianisms as the second most common category aligns with research by Gyasi et al. (2020) and Sarfo & Krampa (2018), who emphasized the importance of culturally specific communication strategies in Ghanaian discourse. This study extends this understanding by quantifying the prevalence of these Semantic features in business letters and exploring their impact on communicative effectiveness.

In terms of syntactic Ghanaianisms, the findings support the work of Huber (2020) and Anderson & Ansah (2019), who identified unique sentence structures in Ghanaian English. However, this research provides new insights into how these syntactic features are employed in formal business writing, an area previously underexplored in the literature.

The impact of Ghanaianisms on perceived professionalism and formality presents an interesting contrast to some existing literature. While studies like Dako & Quarcoo

(2017) suggested that Ghanaianisms might reduce perceived professionalism, the findings indicate a more balanced picture, with 25% of cases showing enhanced professionalism in local contexts (Adika, 2019; Acquah & Amuzu, 2021). This discrepancy highlights the evolving perception of Ghanaianisms in professional settings and the importance of context in shaping these perceptions.

The analysis of discourse-level Ghanaianisms, particularly in terms of narrative structures and argumentation styles, builds upon the work of Adika (2019) and Yeboah & Adom (2018). These scholars highlighted the influence of traditional oral communication patterns on written discourse in Ghana. This study extends this understanding by demonstrating how these discourse-level features manifest in business letters, contributing to a distinctly Ghanaian style of professional communication.

The finding that Ghanaianisms can enhance clarity for local audiences while potentially creating barriers for non-Ghanaian readers aligns with the broader literature on World Englishes and intercultural communication. This tension between local effectiveness and global comprehensibility echoes discussions by scholars such as Kachru (2017) and Schneider (2020) on the challenges and opportunities presented by localized varieties of English in international contexts.

5.3 Implications for Ghanaian Business Communication Practices

The findings of this study have several important implications for business communication practices in Ghana. Firstly, the prevalence and diversity of Ghanaianisms in business letters suggest that these linguistic features are an integral part of professional communication in the Ghanaian context. As such, rather than viewing them as deviations from standard English, businesses operating in Ghana

should recognize their role in facilitating effective local communication (Amoakohene, 2021; Agyekum, 2017).

However, the potential for misunderstandings, particularly with non-Ghanaian audiences, cannot be ignored. The finding that 20% of Ghanaianisms posed significant barriers for non-local readers underscores the need for context-aware communication strategies (Dako & Quarcoo, 2017; Adika, 2022). Businesses engaging in international correspondence may need to develop guidelines for when and how to use Ghanaianisms to balance local rapport-building with global comprehensibility.

The strong rapport-building effect of Ghanaianisms, observed in 45% of cases, suggests their value in establishing cultural connections in business relationships (Agyekum, 2020; Appiah-Sekyere & Appiah-Sekyere, 2022). This finding implies that judicious use of Ghanaianisms could be a valuable tool for businesses seeking to strengthen local partnerships and customer relationships.

Lastly, the context-dependent nature of Ghanaianisms' impact on perceived professionalism highlights the need for nuanced communication training. Business professionals in Ghana should be equipped to navigate the complex linguistic landscape, adapting their use of Ghanaianisms based on audience, context, and communication goals (Gyasi et al., 2020; Anderson, 2021).

The implications extend to educational institutions and professional development programs in Ghana. There is a clear need for curricula that address the role of Ghanaianisms in business communication, teaching students and professionals how to effectively navigate between local and global English norms (Amuzu, 2022; Mwinlaaru & Yevudey, 2019). Such training should emphasize the strategic use of Ghanaianisms

to enhance communication effectiveness while maintaining professionalism in diverse business contexts.

Furthermore, the findings suggest that Ghanaian businesses may benefit from developing style guides that specifically address the use of Ghanaianisms in various communication contexts. These guides could provide practical advice on when and how to incorporate local linguistic features to maximize rapport-building and clarity while minimizing potential misunderstandings (Sarfo & Krampa, 2018; Osei-Tutu, 2019).

5.4 Conclusion

In conclusion, this chapter has provided a comprehensive discussion of the findings related to the role of Ghanaianisms in business letters, emphasizing their prevalence, categorization, and impact on communication effectiveness. The study has shown that Ghanaianisms are an integral part of Ghanaian business communication, with lexical, pragmatic, syntactic, and semantic features all playing significant roles in shaping the language used in business correspondence. These linguistic features contribute to a distinctive Ghanaian style of communication, fostering local rapport and cultural relevance.

However, the study also highlighted the potential challenges posed by Ghanaianisms for non-Ghanaian readers, underscoring the importance of context in determining when and how these features should be used. While Ghanaianisms enhance local communication and foster professionalism within the Ghanaian context, they may create barriers in international or intercultural business settings. This duality calls for careful consideration of audience and purpose in business communication strategies.

The findings also reveal that Ghanaianisms can play a key role in strengthening business relationships and improving communicative effectiveness, particularly within

local contexts. This suggests that businesses operating in Ghana should embrace these linguistic features as part of their communication toolkit, while also ensuring that international counterparts can easily navigate any potential linguistic barriers. As such, recommendations for improving communication strategies include the development of guidelines for the strategic use of Ghanaianisms, as well as the incorporation of this knowledge into training programs for business professionals and educational curricula. Ultimately, this study has contributed to a deeper understanding of the intersection between language, culture, and business communication in Ghana. By bridging the gap between linguistic theory and practical application, it offers valuable insights for businesses, educators, and policymakers looking to enhance communication strategies and promote effective engagement in both local and global business contexts.

5.5 Recommendations

Based on the findings and their implications, the following recommendations are proposed to enhance the understanding and strategic use of Ghanaianisms in business communication. These recommendations target businesses, educators, and policymakers, providing a roadmap for improving communication practices in Ghana while addressing the dual needs of local relevance and global comprehensibility.

- **Integration of Ghanaianisms in Business Communication Training:** Business education programs should incorporate Ghanaianisms to help professionals understand their role in business communication. Training should focus on balancing Ghanaianisms with Standard English to enhance clarity and professionalism.
- **Codification of Ghanaianisms in Formal Business Writing:** A standardized reference guide for Ghanaianisms should be developed to ensure consistency in

business communication. This will help companies and individuals navigate their use while maintaining professional credibility.

- **Increased Awareness of the Communicative Effects of Ghanaianisms:** Business professionals should be educated on how Ghanaianisms impact clarity, rapport-building, and perceived professionalism. Awareness campaigns can help ensure appropriate usage in formal and informal business settings.
- **Development of Bilingual Business Writing Guidelines:** Guidelines that incorporate both Ghanaianisms and Standard English should be created to aid businesses in local and international communication. This will help bridge linguistic gaps while preserving cultural identity.

5.6 Suggested Areas for Further Study

- Comparative Study of Ghanaianisms Across Different Business Sectors
- Longitudinal Study on the Evolution of Ghanaianisms in Business Communication
- Impact of Ghanaianisms on International Business Relations
- Comparative Analysis of Ghanaian English with Other African Business English Varieties
- Linguistic and Psychological Perspectives on Ghanaianisms in Workplace Communication.
- Further Research on Ghanaianisms in Digital Business Communication.

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APPENDIX

8

ASONGTABA WOMEN ASSOCIATION
POST OFFICE BOX 23
KAMEGA
17TH DECEMBER, 2020.

THE MANAGER,
WORLD VISION GHANA
POST OFFICE BOX—
ZEBILLA

Dear Sir/Madam,

APPLICATION FOR FINANCIAL SUPPORT TO EXPAND OUR BUSINESS

We are women group based in Kamega, and we are into Kente weaving and other business to support our families financially,

We wish to request for your financial support. (GHC7,000,00) to expand our work. Many NGO'S came here and assured us that they were going to come back to support us, and never came. We will be grateful for your help.

We hope for your kind consideration.

Thank you.

Yours faithfully,

.....
Akologo Azumpoka
(president)

2

ZEBILLA PRIMARY SCHOOL
POST OFFICE BOX 8
ZEBILLA
1ST JANUARY, 2021.

THE MANAGER,
TOENDE RURAL BANK
POST OFFICE BOX 5.

Dear Sir,

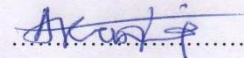
APPLICATION TO OPEN AN ACCOUNT

I am the president of susu group in my community and the group wish to open an account with your bank. The group have decided that we will save all our monies in your bank every week for a safe keeping.

The susu group consist of fifteen (15) members who are engage in various businesses across the district and wish to work with your bank.

We count on your support.

Yours faithfully



Akuka Ibrahim A

6

AZANGA PRIMARY SCHOOL

POST OFFICE BOX 8

ZEBILLA

28TH MARCH, 2019.

THE MANAGER,
TOENDE RURAL BANK
POST OFFICE BOX 5.

Dear Sir/Madam,

APPLICATION FOR PERMISSION TO ABSENT FROM WORK

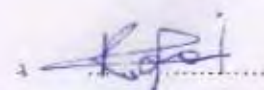
I am not myself this week because my auntie joined her ancestors. It is sad moment for the family and I want to ask for permission to take part in the burial service.

The family has agreed to burry tomorrow and I will not be able to come to work.

I hope my application will be accepted.

Thank you.

Yours faithfully,



Atanga rose A.

12

KAMEGAA/G CHURCH

POST OFFICE BOX 31

ZEBILLA

1ST November, 2021.

THE MANAGER
WORLD VISION
POST OFFICE BOX –

Dear Sir/Madam,

REQUEST FOR FENCE WIRES TO FENCE OUR FARMS

We are a group of vegetable farmers in Kamega and we wish to ask for your support to help us fence our gardens.

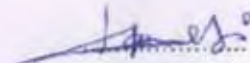
There are many cattle farmers around our gardens and these animals give us so much wahala during night time. We believe that the fencing will solve the problem permanently since the animals cannot go through the fence to destroy our vegetables.

We have been supported many times in your organization and we know that you are there for us always.

We count on your support.

Thank you.

Yours sincerely,



Abanga Lamisi Alice

KUKA A/G CHURCH
POST OFFICE BOX 31
ZEBILLA
10TH JANUARY, 2019.

7

THE MANAGER,
WORLD VISION GHANA
POST OFFICE BOX---
ZEBILLA.

Dear Sir,

REQUEST FOR A THREE-BOREHOLE SUPPORT AT Kuka COMMUNITY

Kuka is a farming community in the Bawku West District which produces a lot of foodstuffs for the District and Ghana as a whole. Apart from farming, many of the people are engaged in animal rearing and other related farming activities.


The contribution of the community to farm produce and meat within the district and beyond cannot be underestimated. However, the community is seriously faced with water problems which require some urgent attention. Business men and women, especially the chop bar operators keep on complaining about situation.

Therefore, I am writing to your organization for three borehole supports in some critical areas in the community. The following are the recommended areas: 1. Kuka Zongo, 2. Azupupungo, and the Zongo annex.

The people will be very grateful if this request is considered.

Thank You.

Yours faithfully,


Akologo Mark
(Assemblyman)

3

ZEBILLA CENTRAL MOSQUE

POST OFFICE BOX 15

ZEBILLA

2ND JUNE, 2021.

THE MANAGER,
TOENDE RURAL BANK
POST OFFICE BOX 5

Dear sir,

APPLICATION FOR A LOAN

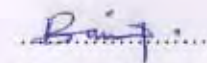
I am trotro driver in Zebilla here and wish to apply for a loan to buy my own car. I have done this work for ten (10) good years now and gained experience that can help me get enough money to pay the loan back.

I need an amount of Twenty Thousand Ghana Cedis (GHC20,000) to add to my own money to buy the car. I also promise to follow your payment plan until the loan is finish.

I hope my application will be considered.

Thank you.

Yours faithfully,



Alhassan Karim

13

THE CHURCH OF CHRIST
POST OFFICE BOX –
BAWKU WEST, ZEBILLA
4TH November, 2023.

THE MANAGER
WORLD VISION
POST OFFICE BOX-

Dear Sir/Madam,

APPLICATION FOR FINANCIAL SUPPORT

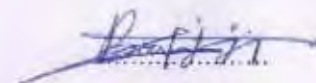
I wish to apply for financial support to help buy some items listed by the school to my son. He has completed junior high school and got admission into the Bolgatanga Senior High School, in the Upper East Region.

The items which we are supposed to buy include omo, one broom, chop box, books, bucket, sandals and his chop money which I am supposed to get so he can report to school on 4th December, 2023. I have already used this month salary to pay his senior sister's school fees at the university.

I hope my request will meet your kind consideration.

Thank you.

Yours sincerely,



Avoka Benjamin

BENABA A/G Church
POST OFFICE BOX 31
ZEBILLA
21ST OCTOBER, 2022.

THE MANAGER,
TOENDE RURAL BANK
POST OFFICE BOX 5

Dear Sir/Madam,

APPLICATION FOR A LOAN TO DO BUSINESS

I wish to apply for a loan from your bank. I trade in goat business and need support financially to expand the business. I need an amount of Five Thousand Ghana Cedis (GHC 5,000,00) to enable me start the business.

Last week, I went to market to find out their prices and I realized that they were cheaper to buy at the time and now. This means that I will make good sales in two or three months to come. Apart from the goat business, I also operate a chop bar in Zebilla here, and this loan will help me manage them properly.

I hope my request shall meet your consideration.

Yours faithfully,



Alebina Paul Akugba

4

ST. ANDREWS CATHOLIC CHURCH

POST OFFICE BOX 31

ZEBILLA

17TH AUGUST, 2019.

THE MANAGER
TOENDE RURAL BANK
POST OFFICE BOX 5

Dear Sir/Madam,

APPLICATION FOR EMPLOYMENT AS A SECURITY MAN

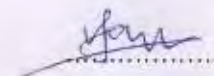
I completed Kongo Senior High School in the Upper East Region and had good passes. Life is very difficult for me without work.

I wish to apply for a job as watch man in your bank to help me support my siblings at home. Both my parents have visited their ancestors and life is very difficult for us. I have also served as a body guard to many politicians and I believe this experience will help me work well.

I hope my application will be accepted.

Thank you.

Yours faithfully.



Atinga Paul

ZONGOIRE JUNIOR HIGH SCHOOL
POST OFFICE BOX 8
ZEILLA
28TH JUNE, 2018.

17

THE MANAGER
WINSAHA COMPANY LIMITED
POST OFFICE BOX ...

Dear Sir/Madam,

RE-QUERY

I am writing to apologize for engaging in a fight with my colleague in this company. I promise not to do that again with anyone in this company, and I am sincerely sorry for what happened.

I know that the tongue and the teeth bite each other and yet live together always. I promise to live peacefully with my colleagues and everyone in this company.

The river that forgets its source dries up and it is the reason I will not anything to lose my job in this company.

Once again, I am sorry.

Thank you

Yours faithfully,



Alhassan ibrahim

2

ZEBILLA PRIMARY SCHOOL
POST OFFICE BOX 8
ZEBILLA
1ST JANUARY, 2021.

THE MANAGER,
TOENDE RURAL BANK
POST OFFICE BOX 5.

Dear Sir,

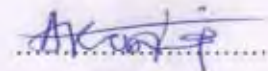
APPLICATION TO OPEN AN ACCOUNT

I am the president of susu group in my community and the group wish to open an account with your bank. The group have decided that we will save all our monies in your bank every week for a safe keeping.

The susu group consist of fifteen (15) members who are engage in various businesses across the district and wish to work with your bank.

We count on your support.

Yours faithfully



Akuka Ibrahim A

5

SAPELIGA PRIMARY SCHOOL

POST OFFICE BOX 8

ZEBILLA

4TH JUNE, 2019.

WINSAHA COMPANY LIMITED

POST OFFICE BOX

ZEBILLA

Dear Sir,

APPLICATION TO BE A SUPPLIER OF PRODUCTS

My name is Ayamba jerry from Sapeliga. I sell fuel in small quantity in the Sapeliga area. I wish to apply to your establishment to be considered as a supplier of your products in that area.

I started this business long time ago and I have gain more which me make more profits. Apart from Sapeliga, there are connected villages who also patronize my business, and I think if I get support to supply all those areas, I will make huge profits.

I am looking forward for your support.

Thank you,

Yours faithfully,



Ayamba Jerry

15

BOYA JUNIOR HIGH SCHOOL
POST OFFICE BOX 8
BAWKU WEST DISTRICT
17TH JULY, 2019.

THE MANAGER
WORLD VISION
ZEBILLA.

Dear sir,

ACCEPTANCE LETTER

I write to officially accept offer of employment as a field officer in your establishment.

Sir, I really appreciate the opportunity given me to serve in your outfit as a field officer. I promise to work hard to add my bit to the total success of the organization.

I have also taken notice of my reporting date and will report to work as stated. However, I have traveled to Kumasi and I will return back as soon as possible.

Thank you.

Yours sincerely,



ATINGA PETER

//

KOBORE JUNIOR HIGH SCHOOL
POST OFFICE BOX 8
KOBORE-ZEBILLA
12 /06/2023.

THE MANAGER
WORLD VISION
POST OFFICE BOX –
ZEBILLA.

Dear Sir,

APPLICATION FOR SUPPORT TO REPAIR MY MOTOR BIKE

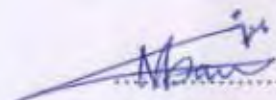
I am watch man in your establishment and I find it very difficult to come work these days because my motor bike is completely broken down.

I therefore wish to ask you for support to send it to the fitter for repairs. I know that an amount of one thousand Ghana Cedis (1,000,00) will be enough to work on it.

I hope my request will be accepted.

Thank you.

Yours faithfully,



Akugre Mba



TOENDE RURAL BANK PLC

P. O. Box 5
Zebilla

www.toenderuralbankltd.com
info@toenderuralbankltd.com
0201331473/0200321977

Better & quality services

Date: 8th May, 2024

THE HEAD,
MOBILE AND INTERNET BANKING
ARB APEX BANK LIMITED
ACCRA.

Dear Sir,

PURCHASE OF E-CASH

We write to authorize you to transfer Five Hundred Thousand Ghana Cedis,
(GHS 500, 000.00) E- Cash only from our Clearing Account to us.

Clearing Account Number: 0011320003611

MTN Number: 0557926806

Yours faithfully,

.....
ATORKA SALIFU GANDE

.....
EMMANUEL NARH JNR

*Board of Directors: Mr. R. A. Akumbas -Chairman, Mr. Stephen Akugri
Agbanbilla - Vice Chairman, Mr. Atiah Kudugu-Member, Mr. A. E. Ndebilla-
Member, Mr. Apam Awinbesida Kassimu- Member*



TOENDE RURAL BANK LTD

P. O. Box 5

Zebilla

www.toenderuralbankltd.com

info@toenderuralbankltd.com

0201331423/0200321977

Date: 21st August, 2023

Better & quality services

MR. M'BA DESMOND AWINGUUT
C/O BOX 5
ZEBILLA

Dear Sir,

STAFF RELIEVING DUTY

You are by this letter informed to report at the Bolgatanga Agency to take over from the Agency Head to enable him go for his mandatory annual leave.

You are expected to report on 22nd August 2023.

Counting on your usual cooperation.

Yours faithfully,

ATORKA SALIFU GANDE
CEO

CC:
THE OPERATIONS MANAGER
THE AUDIT MANAGER
THE COMPLIANCE MANAGER
THE CREDIT MANAGER
THE I.T. MANAGER

Board of Directors: Mr. R. A. Akumbas -Chairman, Mr. Stephen Akugri Agbanbilla - Vice Chairman, Mr. Afiah Kudugu-Member, Mr. A. E. Ndebilla-Member, Mr. Apam Awinbesida Kassimu- Member

TOENDE RURAL BANK LIMITED

Our Ref.

Mobile No. 0240390266/0208377049

Your Ref:

Post Office Box 5,

Bawku West District,

Zebilla.

Date: 16th October, 2012

DANIEL AWIMBIL ARUK
C/O MR. SAMUEL ARUK
BAWKU HOSPITAL
POST OFFICE BOX 45
BAWKU

Dear Sir,

APPOINTMENT AS ASSISTANT SYSTEM ADMINISTRATOR

Reference to your application for employment as Assistant System Administrator of the Toende Rural Bank Ltd – Zebilla, I write to inform you that we have studied your qualification and work experience and we have found you suitable for the said position. On behalf of the Board of Directors, I have the pleasure to inform you that you have been offered appointment as an Assistant System Administrator with the Toende Rural Bank Limited on a Salary Scale of Gh₵5,149.32 per annum.

Your appointment takes effect from 1st November, 2012. The terms and conditions of your employment are stipulated in the condition of service for Rural Banks. A copy will be made available to you on the acceptance of this appointment.

You will be responsible to the Board of Toende Rural Bank Limited who are your employers. Your appointment will be confirmed after six months probationary period, subject to good conduct and satisfactory performance of your duties.

We shall be grateful to receive acknowledgment from you as to whether you accept this offer or not, you are also required to present to the undersigned a Medical report of your health status and fitness from a government hospital.

If no acknowledgment is received by 25th October, 2012, you will be deemed to have declined the offer.

Yours faithfully,

.....
RTD. REV. JACOB AYEEBO
(BOARD CHAIRMAN)