

## **Promoting the Ghanaian Language: The Role of Telenovela Series**

Telenovelas have made their way into every home in the Ghanaian Society and many Ghanaians have gotten the pleasure of viewing their melodramatic styles and attempting to adapt to new identities and personalities. This sudden attraction to viewing telenovelas have been as a result of their telecast using the local language. Does the telecast in the local language play any role in local language promotion? Using semi-structured interviews and observations we explored the role of telenovelas in the promotion of Ghanaian languages among 30 viewers. 3 telenovelas that are aired in Twi, 1 that is aired in Ga and 3 that are aired in English were used for the study. Findings show that television stations (Max TV, UTV and Adom TV) that aired telenovela series in the local language have a wider audience and viewers tend to imitate the lifestyles of the characters in these series. Findings also show that these series have led to the development of some terminologies such as 'Pragia' and 'Mari Cruse'. More semi-illiterates and illiterates (particularly women) seem to watch these series than literates, reflecting the role of the mass media promotion of and education in the Ghanaian language. This paper thus contributes to the role of mass media in educating and promotion of local languages in Ghana.

Keywords: telenovela, local language, mass media, language promotion