

**PHOTOGRAPHY IN GHANA: ITS EFFECTS ON CULTURE AND
TOURISM**

BY

PRINCE AGYENIM-BOATENG, BA (HONS.) Art

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DECLARATION

I hereby declare that this submission is my own work towards the Master of Philosophy in African Art and culture, and that, to the best of my knowledge, it contains no material previously published by another person nor material which has been accepted for the award of any other degree of the University, except where due acknowledgement has been made in the text.

PRINCE AGYENIM-BOATENG (PG2082797)

Student's Name & ID

Signature

Date

Certified by:

MR. GILBERT AMEGATCHER

.....

.....

Supervisor's Name

Signature

Date

Certified by:

DR. JOE ADU-AGYEM

.....

.....

Head of Department's Name

Signature

Date

ABSTRACT

The purpose of this study was to explore the history and development of photography in Ghana. Again, the study was to examine the role photography played in the promotion of Ghanaian Culture. Finally, the contribution of photography in the development of tourism in Ghana was also examined. The history of Photography was first looked at from a global perspective before bringing it down to Africa and then focused eventually on Ghana.

Descriptive survey method which encompassed both qualitative and quantitative was applied. Three different questionnaires were designed and administered to respective respondents which sought to provide demographic data such as age, gender, duration of training and practice. Out of 1519 respondents, 1332 responses were received representing 87.7 %. Again, photo-laden promotional materials like posters, postcards, magazines, brochures were collected and studied.

The results of the study were that photography was born out of an artistic urge, a foreign medium and a foreign culture to Ghana. Photography went through several revolutionary processes and procedures, that spans several decades, however, in 1839 Jacques Menda Daguerre's Daguerreotype was made public in France.

The research further revealed that months after such public announcement the Daguerreotype got to Ghana (Africa) through sailors, missionaries and merchants that came ashore. By 1883, a Ghanaian (then Gold Coast), Holm, Lutterodt and others had established their own photo studios in Accra. One conclusion was that certain elements of culture captured in photo-laden materials offer greatest appeal and attraction to tourist for it has a strong visual appeal and proof.

The principal conclusion according to the respondents was that visual photographs communicate more effectively and precisely than any other medium and therefore photography has had a positive impact in the promotion of culture and the development of tourism in Ghana.

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