William Kodom Gyasi

Associate Professor · Communication Studies
University of Cape Coast

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RESEARCH

Interests: Academic Communication · Readability · Public Relations · Public Speaking

Areas: Artificial Intelligence · Social Psychology · Clinical Psychology · Education · Experimental and Cognitive Psychology · Gender Studies

RESEARCH SUMMARY

25	36	3	0	0.24	0%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 25 publications listed below, 2013–2026. Field-weighted impact is the mean over the 24 works scored for it; 1.00 is the world average for works of the same field, type and year. 0 of the 24 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

Associate Professor 2007–present
Department of Communication Studies, University of Cape Coast, Cape Coast, Ghana

EDUCATION AND QUALIFICATIONS

Mphil in English Language
Department of English, University of Cape Coast, Cape Coast, Ghana

DISTINCTIONS, MEMBERSHIPS AND SERVICE

Associate Professor 2022–2026
Head of Department Communication Studies, University of Cape Coast, Cape Coast, Ghana

Member 2019–2023
Communication Educators Association, Communicators' Association of Ghana (CEAG), Accra, Ghana, Ghana

PUBLICATIONS

Journal articles 25

1. Emmanuel Kyei Emmanuel, Wilson Awiah Jujugenia, Joseph Benjamin Archibald Afful, Isaac N. Mwinlaaru, **William Kudom Gyasi** (2026). SCHEMATIC STRUCTURE OF GUEST SPEAKERS' SPEECHES AT A GHANAIAN UNIVERSITY. *LANGUAGE LITERACY Journal of Linguistics Literature and Language Teaching*. https://doi.org/10.30743/ll.v10i1.13359
2. **William Kodom Gyasi**, Eugene Kwarteng-Nantwi, Pious Jojo Adu-Akoh (2025). Child-Parent Communication Apprehension: Understanding Levels of Communication Among Ghanaian Young Adults. *Revista de Gestão Social e Ambiental*. https://doi.org/10.24857/rgsa.v19n8-079
3. Angel Edward Kongo, **William Kodom Gyasi** (2025). Sustaining Romantic Relationships Using Creative Language: A Perspective from the Song of Solomon. *Revista de Gestão Social e Ambiental*. https://doi.org/10.24857/rgsa.v19n9-017
4. **W. K. Gyasi**, J. S. Dwumoh (2024). Reading Difficulty of Consumer Medicine Information (CMI) Leaflets

for Five Chronic Ailments in Ghana. *African Journal Of Applied Research*. https://doi.org/10.26437/ajar.v10i1.684

5. **William Kodom Gyasi**, Manasseh Bangmarigu Jonah, Marcelinus Dery (2023). Corporate Social Responsibility and Pro-Environmental Behaviors of Mining Companies: A Case of Newmont Mining Company. *Open Journal of Social Sciences*. https://doi.org/10.4236/jss.2023.114027
6. **William Kodom Gyasi**, Marcelinus Dery, Manasseh Jonah Bangmarigu (2023). Exploring the Linguistic Landscape of Cape Coast: Are Our Indigenous Languages Safe in the Public Space? *Journal of Communications Media And Society (JOCMAS)*. https://doi.org/10.63772/jocmas.v9n1.5
7. Faustina Nankuri, Joseph Sarpong Dwumoh, **William Kodom Gyasi** (2023). Free and Suitable? Readability Analysis of Ghana's Senior High School Core Science Textbooks. *EAST AFRICAN JOURNAL OF EDUCATION AND SOCIAL SCIENCES*. https://doi.org/10.46606/eajess2023v04i05.0321
8. **William Kodom Gyasi** (2023). Humor as an ice breaker in marital tension: A family communication perspective. *Mediterranean Journal of Social & Behavioral Research*. https://doi.org/10.30935/mjosbr/13076
9. **William Kodom Gyasi** (2023). Linguistic Complexity of Patient Information Leaflets: A Coh-Metrix Analysis. *ATHENS JOURNAL OF HEALTH & MEDICAL SCIENCES*. https://doi.org/10.30958/ajhms.10-4-4
10. **William Kodom Gyasi**, Lawrence Kwadwo Owusu-Ansah, Marian Amponsaah Frimpong (2023). Reading Levels of Leaflets of Common Over-the-Counter Drugs in Ghana. *Open Journal of Applied Sciences*. https://doi.org/10.4236/ojapps.2023.135062
11. **William Kodom Gyasi**, Eugene Kwarteng-Nantwi, Marcelinus Dery (2023). The "Bossman" Factor Influence on Family Communication: The Perception of Married Women. *Advances in Journalism and Communication*. https://doi.org/10.4236/ajc.2023.111006
12. **William Kodom Gyasi**, Eugene Kwarteng-Nantwi (2023). Use of rhetorical strategies in counselling at the Counselling Centre, University of Cape Coast, Ghana. *Drumspeak International Journal of Research in the Humanities*. https://doi.org/10.47963/drumspeak.v6i1.1224
13. **William Kodom Gyasi** (2022). The Readability of Political Party Manifestos of the 2016 General Elections in Ghana. *Athens Journal of Mass Media and Communications*. https://doi.org/10.30958/ajmmc.9-1-4
14. **William Kodom Gyasi**, Manasseh Jonah Bangmarigu (2020). Exploring the Readability of Terms of Service of Social Networking Sites. *Covenant Journal of Informatics & Communication Technology*. https://doi.org/10.47231/awyu9905
15. **William Kodom Gyasi** (2019). Exploring Citizens' Constitution Readability Profile in Selected Anglophone African Countries. *Covenant Journal of Communication*. https://journals.covenantuniversity.edu.ng/index.php/cjoc/article/view/1621
16. **William Kodom Gyasi** (2019). Readability and Corporate Communication: The Case of Four Banks in Ghana. *Journal of Communications Media And Society (JOCMAS)*. https://doi.org/10.63772/jocmas.v6n1.2
17. **William Kodom Gyasi** (2019). Readability of HIV/AIDS information manuals in Ghana. *AFRREV LALIGENS An International Journal of Language Literature and Gender Studies*. https://doi.org/10.4314/laligens.v8i2.12
18. **William Kodom Gyasi**, Jonah Manasseh Bangmarigu (2019). Readability, communication and terms of use of software packages. *International Journal of Research Studies in Management*. https://doi.org/10.5861/ijrsm.2019.4401
19. **William Kodom Gyasi** (2018). Readability index analysis of English textbooks for Ghanaian Senior High Schools. *African Journal of Pedagogy and Curriculum*. https://doi.org/10.63569/fj2dv803
20. **William Kodom Gyasi**, Lawrence Owusu-Ansah (2018). Social security and national insurance trust of Ghana annual reports: a readability analysis. *Global Journal of Educational Research*. https://doi.org/10.4314/gjedr.v17i1.3
21. **William Kodom Gyasi** (2017). Readability and Institutional Discourse: An Analysis of University of Cape Coast Vice-Chancellors' Reports. *African Journal Of Applied Research*.
22. **Kodom Gyasi William** (2017). Readability and political discourse: An analysis of press releases of Ghanaian political parties. *Journal of Media and Communication Studies*. https://doi.org/10.5897/

jmcs2017.0574

23. **William Kodom Gyasi** (2017). Taylor and Francis Journals under the critical lens of readability analysis. *AFRREV IJAH An International Journal of Arts and Humanities*. https://doi.org/10.4314/ijah.v6i2.1

24. **William Kodom Gyasi** (2013). Readability and Academic Communication: A Comparative Study of Undergraduate Students' and Handbook of Three Ghanaian Universities. *IOSR Journal of Computer Engineering*. https://doi.org/10.9790/0661-1364150

25. **William Gyasi** (2013). Readability and Health Communication: An Analysis of the Readability of Commonly Used Malaria Drugs Information Leaflets in Cape Coast, Ghana. *IOSR Journal of Research & Method in Education (IOSRJRME)*. https://doi.org/10.9790/7388-0241725