

Preference of Photographs: A study on significance of photojournalism in newspapers

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ABSTRACT--India can be marked as a country which gave a place for printed newspaper from the late 16th century. From Hickey's Bengal Gazette Indians have shaped their taste to attain information from letters and words. Photographs are the integral part of a newspaper because as they give a visual evidence to the audience. But today when print media face crisis it is necessary to check the space given to photograph in newspaper. The research is to assess the importance of photographs in newspaper. A study is conducted among four newspapers the Times of India, the Hindu as English newspaper, Malayala Manorama and Mathrubhumi as Malayalam newspaper. Newspapers from the very first month of 2020, January is taken for the analysis. Kochi edition of the four newspapers for 30 days, the photographs are being calculated based on the five main categories. Regional, National, International, Sports and Environment are the categories considered for the study. The content is analyzed through quantitative methodology to identify which category displays more photograph and a comparison between the four newspapers to find out which paper displays more photographs in the course of 30 days. Also the average photographs displayed by newspapers in their front page and back page are also taken as a part of the study. Therefore, the study will give an idea on how newspaper media values the space to photographs. Also the study will give us an idea on how photographs are distributed among the main sections of the newspaper.

Keywords-- Photograph, Newspaper, Print Media, Space, Visual content, News sections, Front page, Back Page

I. INTRODUCTION

Print media is the most traditional form of mass communication. From 1780's onwards newspapers have been one of our main forms of knowledge sources. In newspaper it's not only about words but also about pictures. Newspapers portray creative illustrations of life events which attract users from the usual structure of words, thus picture size and number matters in every newspaper in giving information to readers visually. From drawings, carvings and paintings newspaper has given their content space for visuals also; hence photographs became an integral part of the newspaper. In the present scenario day newspapers portray creative illustrations of life events which attract users from the usual structure of words, thus picture size and number matters in every newspaper in giving information to readers visually.

It is necessary to define the subject to understand the basics and the pace of the study. Print media in particular newspaper is taken into study. As news mediums and technologies are coming up in trend the conventional form has went through many changes as well. One such important change is the importance given to visual content or photographs. Therefore the background of the study implies to highlight the importance given to the photographs

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by the newspaper. In which the spacing of the photograph is been analyzed for one month. Newspaper have several subsections like Regional, National, International, Sports, Entertainment, Arts etc. in which the most important categories Regional, National, International, Sports and environment are considered for the study. This is because of the importance of the news and the most preferred section of news. These sections will cover the major incidents around us.

The study is through content analysis from four newspapers the Times of India, the Hindu as English newspaper, Malayala Manorama and Mathrubhumi as Malayalam newspaper. Newspapers from the very first month of 2020, January is taken for the analysis. Kochi edition of the four newspapers for 30 days, the photographs are been calculated based on the five main categories. The research will help us to find out the current trend of photojournalism in Kerala, and also analyze the use of photographs at main sections in a newspaper. The study will examine the importance of environmental concern photographs used under this section and the findings will guide future photojournalists and newspaper organizations to draw more attention to visual content.

II. STATEMENT OF PROBLEM

The study is to address the problem on the inefficiency of Newspapers to use visual content or photographs to communicate a message in an effective way. The research draws a figure on the importance of photographs in a news story given by the respective newspaper.

III. OBJECTIVE OF THE STUDY

1. To study how photographs are given importance in main sections of a newspaper.
2. To identify which section holds more number of photographs.
3. To study the average number of photographs displayed on the front and back page of a newspaper

IV. RESEARCH QUESTIONS

1. How much photographs are displayed on main sections of the newspapers?
2. Which newspaper display more number of Photographs in the main sections of the newspaper?
3. How does newspaper distribute photographs according to columns?
4. What is the average amount of photographs displayed on the front page and back page?

V. HYPOTHESIS

More number of photographs is published in regional section and least number of photographs is published in environmental section.

Among regional newspaper Mathrubhumi publish more number of photographs and among national newspaper The Hindu, publish more number of photographs.

More number of photographs are published in two column regardless of sections.

Newspapers give almost equal amount of photographs in both front page and back page.

VI. LITERATURE REVIEW

The art of taking a living moment: Photography has become a major visual content in all media. The man behind these visual contents attached to the word texts are photojournalists. The efforts behind these creative practitioners are visually registered in everyone through media. Hence print media is the oldest and the most effective form of communication photography and photojournalists in print media has conquered for their current positions.

Effects of Photojournalism on Reader's Exposure and Retention a journal by Aqsa IramShahzadi Khan and Bilal Mazha, (2017) analyzed the problem on the effects of images in selective retention and selective exposure in journalism. In which they found out that 20.5% readers remember and notices images than the text and photography carry maximum of 47.5% of information than the text. They also found that it is rare that readers select news according to the text, rather interest, space and prominent personalities photograph are an effective tool in the selection of the story

A research on the impact of image in print media Image Impact in Print Media: A Study of How Pictures Influence News Consumers (Department of Communication, University of Oklahoma) states that images with caption have great impact on people than image with text among the readers. Their findings on American people and analyzes of Iraq soldiers made them to draw a conclusion that, like words, images can also move the attitude and thinking process of many people. Trachtenberg's (2008) writing on photography as a container of collective memory compares photography with a time machine as it creates a conventional method of remembering. He states that artificial memory is a method of recollecting things created by humans to support their memory power. It creates a space for fresh thinking. Here arises the importance of photographs. Photograph is an artificial device which supports human memory.

Aesthetics of protest: An examination of the photojournalistic approach to protest imagery is a journal by Anastasia Veneti (2017) which studied the link between truthfulness and objectivity in photojournalism. They say that photographs to an extent relates to truth but have some complex relationship with several news organization. They portray selective moments which are true to an extent but are departed from standardization. They ask for the implication of focus more on the facial expressions and emotions of protestors when taking photograph in a protest. They summarize it as these real faces have much impact on readers than the text content.

Effects of Novelty in News Photographs on Attention and Memory, a journal by Andrew Mendelson, (2001) gives an idea about conventional nature of news photographs. In which he puts forward certain theories which would make the photographers to think and focus on their photographs which he tries to gain attention from the readers. One such technique is composition. For getting attention he says that the picture must be processed. He also focuses on the part that these novel photographs can accompany an interest within the readers to read the content attached. Chapter 46 of The news manual: a training book for journalists (1991) says that pictures are used in a page to tell the new in an unusual interesting an in a significant way and to brighten the page. These pictures can be of one or sequences of pictures. Therefore, it is necessary for all the newspapers to use photographs.

Nagib padil and Mustaffa Halabi Azahari in their journal on The impact of photographic images in Print and Online media for political campaign (2014) has said that print media emphasis more of quality and integrity.

Therefore photographs are the most effective form of Communication. Their study said that the positioning of photographs in bigger size and high resolution would catch the attention of the readers and dynamic layouts and column size also grab the attention of the readers. Richard Haynes, Adrain Hadland and Paul Lambert in their study on *The state of Sports Journalism (2017)* have drawn out the challenges faces by photojournalists especially sports photojournalist. In their view gender disparity is evidently seen among photojournalists and there are many technical challenges to them. They concluded that amateur photographers, unemployment copyright theft are all major challenges of a photojournalist. From these above mentioned works we could get information on how important photographs are to the media. Photographs are the attention grabbers attached to the word text.

VII. METHODOLOGY

The study focuses on the importance of photographs in the newspapers for which four prominent newspapers are taken and photographs are counted according to five sections and regarding their columns. The four newspapers which are taken for study are the newspapers in India with most readerships. The 30 days of newspapers are taken and the importance they give to the pictures are analyzed. To find out the result the method used for study is content analysis, which is one of the effective means to measure the photographs in a newspaper and its importance in a page.

Regional: This includes news from local editions and all over Kerala. For the study the newspapers selected are of Kochi editions, mostly this category contains picture of local news.

National: This section includes news from India other than Kerala. Mostly central government news and Central politics becomes the main content under this section.

International: This section includes news across the globe. The photographs used for the section are mostly from news agencies

Sports: This section includes sports news photographs which are regional, national and international. The photographs under this section include the photograph of the sport celebrities also.

Environment: This section includes environmental photographs from Regional, National and International. One of the most concerned pages in the current scenario.

The second stage of the analysis is on space covered by photographs under each section. Normally a newspaper is divided into 8 columns; usually one column is 4 cm long or 1.6 inches. This same count is taken here, for 30 days under each category how many columns do photographs carry.

The technique of coding the photographs based on the columns and categories. The columns are namely:

One-column, Two-column, Three-column, Four-column, Five-column, Six-column, Seven-column and Eight-column.

The Categories are Regional, National, International, Sports and Environment.

The selected newspapers for the study are:

The Times of India: owned by Times group, India's the second largest selling newspaper in English language.

The Hindu: Since 1889 as a daily The Hindu newspaper is the second most circulated English newspaper in India.

Malayala Manorama: The second oldest Malayalam newspaper from Kerala in circulation Malayala Manorama

Mathrubhumi: Founded by an active volunteer for Indian freedom struggle K P Kesava Menon, Mathrubhumi is a well-known Malayalam newspaper from 1923

The photographs are counted according to these categories with column differentiation and total number of photographs. Also the average photographs published in the front page and back page is analyzed to find out the importance of photographs given by the newspapers to grab the attention of the readers from the front page and the back page. The results will be separately identified from the columns and their total number. For which graphs and tables are used to note the exact number of photographs. The final result of the photographs described in the table is formed after the comparison of newspapers which published maximum number of photographs and the least number of photographs.

VIII. FINDINGS AND RESULTS

1) Regional

When analyzing the total number of regional photographs published by the newspaper in the duration of 30 days. Mathrubhumi publishes more number of regional photographs than any other newspaper. It scores the highest position with 595 photographs in 30 days. Malayala Manorama holds its second position with 516 photographs. National newspapers Times of India with 243 photographs and The Hindu with 207 photographs

When analyzing regional photographs column wise:

Table 1: shows the maximum number of photographs published in regional section in the respective columns

Columns	Newspaper	Maximum Photograph
One-Column	Mathrubhumi	131
Two-Column	Mathrubhumi	280
Three-Column	Malayala Manorama	193
Four-Column	Malayala Manorama	31
Five-column	Malayala Manorama	10
Six-column	Malayala Manorama	7
Seven-column	Malayala Manorama	2
Eight-column	-	-

by the newspapers.

2) National

When analyzing the total number of national photographs published by the newspaper in the duration of 30 days. The maximum numbers of national photographs are published by The Hindu with 186 photographs and Times of India which stands on the second position with 96 photographs. Regional newspaper Mathrubhumi is positioned at third with 61 photographs and Malayala Manorama published 48 total photographs.

When analyzing national photographs column wise:

Table 2: shows the maximum number of photographs published in national section in the respective columns by the newspapers.

Columns	Newspaper	Maximum Photograph
One-Column	Mathrubhumi	22
Two-Column	The Hindu	121
Three-Column	The Hindu	40
Four-Column	The Hindu	13
Five-column	The Hindu, Malayala Manorama	1
Six-column	-	-
Seven-column	-	-
Eight-column	-	-

3) International

When analyzing the total number of national photographs published by the newspaper in the duration of 30 days. Maximum number of photograph is published by the national newspaper Times of India with 98 photographs and The Hindu with 78 photographs. Regional newspapers Mathrubhumi and Malayala Manorama hold third and fourth position by publishing 52 and 39 international photographs respectively. When analyzing International photographs column wise:

Table 3: shows the maximum number of photographs published in International section in the respective columns by the newspapers

Columns	Newspaper	Maximum Photograph
One-Column	Times of India	16
Two-Column	Times of India	54
Three-Column	Times of India	28
Four-Column	Malayala Manorama	4
Five-column	Malayala Manorama	2
Six-column	The Hindu	1
Seven-column	-	-
Eight-column	-	-

4) Sports

When analyzing the total number of national photographs published by the newspaper in the duration of 30 days. Maximum number of sports photographs published is 285 by The Hindu, Malayala Manorama stands by the

second position by publishing 222 sports photographs, Times of India at the third with 214 photographs and Mathrubhumi published 144 photographs.

When analyzing Sports photographs column wise:

Table 4: shows the maximum number of photographs published in Sports section in the respective columns by the newspapers.

Columns	Newspaper	Maximum Photograph
One-Column	Malayala Manorama	120
Two-Column	The Hindu	159
Three-Column	The Hindu	84
Four-Column	Times of India	16
Five-column	Mathrubhumi	2
Six-column	Malayala Manorama, Mathrubhumi	1
Seven-column	Times of India	1
Eight-column	Mathrubhumi	1

5) Environment

When analyzing the total number of national photographs published by the newspaper in the duration of 30 days. Maximum number of photographs published in environmental section is by Mathrubhumi with 40 photographs, Malayala Manorama with 32 photographs, The Hindu with 25 and Times of India with 23 photographs.

When analyzing Environmental photographs column wise:

Table 5: shows the maximum number of photographs published in Environmental section in the respective columns by the newspapers.

Columns	Newspaper	Maximum Photograph
One-Column	Malayala Manorama	21
Two-Column	Mathrubhumi	18
Three-Column	Mathrubhumi	6
Four-Column	Mathrubhumi, The Hindu	1
Five-column	The Hindu	1
Six-column	The Hindu	1
Seven-column		
Eight-column		

6) Average of **Front Page** photograph

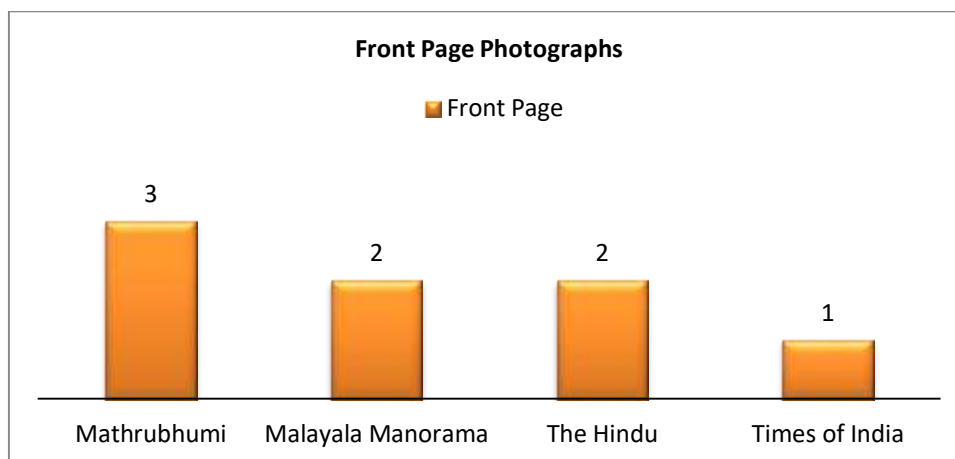


Figure 1: shows the average of photographs published in front page by newspapers in the month of January

7) Average of **Back Page** photograph

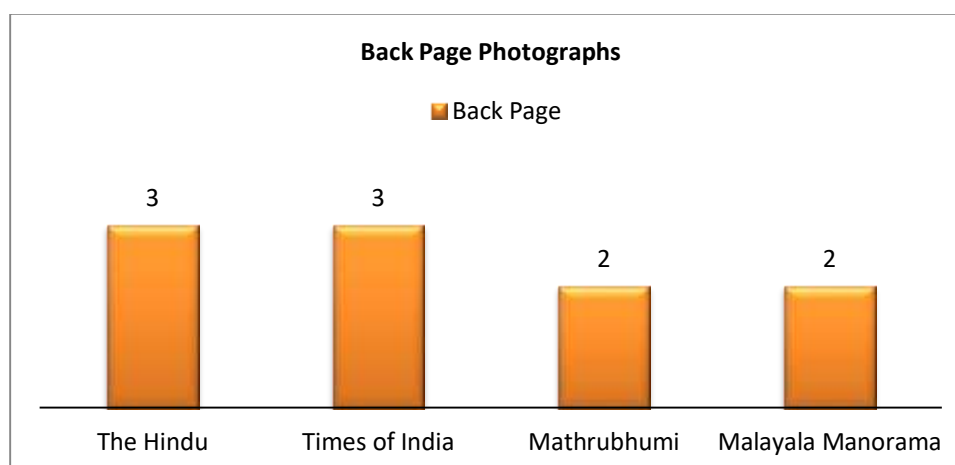


Figure 2: shows the average of photographs published in back page by newspapers in the month of January

IX. ANALYSIS AND INTERPRETATION

When analyzing the data on five major sections of the newspapers and the distribution of the photographs according to the column, the following findings are found.

Regional: This section holds the highest number of photographs in the 30 days of the selected newspaper. According to the data total 1560 photographs are published under regional section. In which regional newspaper Mathrubhumi published more number of photographs. Further in detail Mathrubhumi published more number of One-column and Two-column photographs and Malayala Manorama published more number of photographs in Three-column, Four-column, Five-column, Six-column and Seven-column.

National: This section contains 392 total numbers of photographs, placing it in the third position according to the number of photographs published. The Newspaper which has published maximum number of photographs in this section is The Hindu. According to the columns Mathrubhumi published more number of One-column

photograph, The Hindu published more number of Two-column, Three-column and Four-column photographs. Both The Hindu and Malayala Manorama published the maximum number of Six-column photographs.

International: The highest number of photographs published under international news is 267 making it in the fourth place in the number of photographs published. The newspaper which has published more number of International photographs is Times of India. According to the columns, Times of India published more number of photographs in One-column, Two-column, and Three-column. Malayala Manorama published maximum number of photographs in Four-column and Five-column. In six-column The Hindu published more number of photographs.

Sports: This section holds the second place among the main pages of newspaper in which highest number of photographs are published. 865 sports photographs are published by the selected newspapers in thirty days. The highest number of sports photographs is published by The Hindu. Analyzing the data according to the columns Malayala Manorama published more number of One-column photographs; The Hindu published maximum number of photographs in Two-column and Three-column. More number of photographs published in Four-Column and Seven-column is by the Times of India. Mathrubhumi published more number of five-column an eight-column sports photograph, also for six-column equally with Malayala Manorama.

Environment: This section holds the least number of photographs with 120 photographs. In which Mathrubhumi published the highest number of photographs, they also became the newspaper which published more number of environmental photographs in Two-column, Three-column and Four-column. Malayala Manorama published more number of environmental photographs in One-column. The maximum number of environmental photographs published in Five-column and Six-column is by The Hindu.

Front Page:

Mathrubhumi, a regional newspaper published the more number of photographs in the front page during the course of study.

Back Page:

The Hindu and Times of India published more number of photographs in the back page during the course of study.

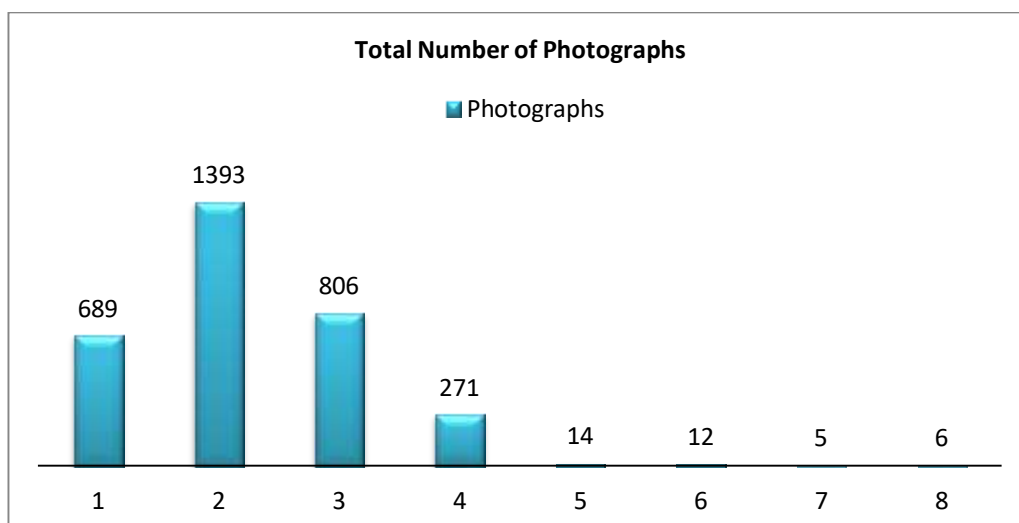


Figure 3: shows the total number of photographs published according to the columns.

The findings as the solution to the research questions are

- Total number of photographs displayed in regional section is 1561, for National it is 392, in International 267, for Sports 865 and for Environment 120.
- Mathrubhumi display more number of Regional Photographs.
- The Hindu more number of National Photographs.
- Times of India display more number of International Photographs.
- The Hindu display more number of Sports Photographs.
- Mathrubhumi has given more importance to environmental photographs.
- As it is evident from Graph 3 that more number of photographs is published in two-column and the least number of photographs are published in seven-column.
- Newspapers distribute more number of Sports photographs in one-column and the regional photographs in rest of the columns.
- Three is the average amount of photographs displayed on front page.
- Three is the average amount of photographs displayed on back page.

X. CONCLUSION

The study aimed to identify the space given to photographs published by the newspapers. The study held between four main newspapers includes two regional and two national newspapers. The course of time selected was for 30 days therefore the newspapers were analyzed in the month of January 2020. The analysis was done according to columns and categories. Five main sections Regional, National, International, Sports and Environment were taken. Distribution of photographs in the eight columns is also studied in the paper. The importance given to photographs in front page and back page are also analyzed in the study.

From the result of analyzes from the collected data, we arrive at a conclusion that Kochi edition newspapers when taken for study gives us a result that more number of photographs is published in regional news section and least number of photographs are published in the environmental section. The Spacing of the photographs extends till four-column in most photographs in all sections. This shows that the maximum affordable space given to photographs by newspapers is of four-column.

The findings from the result of photographs distribution according to the columns shows that more number of sports photographs published are of one column, two-column, three-column, four-column, five-column, six-column, seven-column and eight-column holds the more number of regional photographs. Also the study found out the average number of photograph published by the newspapers in their front page and back page to grab the attention of the readers. This count shall be maintained by the newspapers so that the visual contents get more space in the first eye view of the readers.

Considering the result from the analysis the study would recommend that more number of environmental photographs need to be added on with newspapers. Environmental issues should be given more lime light, since newspapers can grab attention of many numbers of readers. National photographs and International photographs can be given more importance among regional newspapers.

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