**AN ASSESSMENT OF PHOTOGRAPHS AND CARTOONS AS COMMUNICATION INSTRUMENTS**

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**ABSTRACT**

Photographs in news stories can stimulate opinion change, either making a reader love the good advertised, or making the reader hate it. In view of the foregoing, this study sought to ascertain an “Assessment of Readers Perception on the use of photographs in Nigerian Newspapers. The population of this study in Enugu metropolis was about 123 but 119 readers participated in the study. The objectives of the study were: To ascertain if the use of photographs in Nigerian newspapers contribute to attracting attention of newspaper readers in Enugu Metropolis; To determine if newspaper readers view photographs in newspaper as space fillers or as aid to readers’ understanding, To ascertain if newspaper readers view photographs in newspaper as aiding credibility to stories or they are used for aesthetic appeal. The survey research design was adopted for the study; data for the study was sourced from primary sources, while data was analyzed using simple tables, frequency percentage. Source Credibility Theory was used as a model of analysis. The study found out that readers have different reactions to written words and pictures that are displayed on Nigerian newspapers. It was subsequently recommended that proper training be given to journalist to enhance their competence in the field of practice, placement of photograph should represent the idea contained in the text and the Nigerian Press Council (NPC) should investigate obstacles to the flow of information on print media, ethical and professional standards in the media must be upheld.

**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the study**

No branch of journalism requires so much knowledge and skill than picture reporting. The industrial revolution played a significant role in the development of press photography according to (Gelnshain, 2002), the first book with lithographic illustration (pictures) appeared in 1840. The photographs were selected on the basis of the criteria of in testing subjects, which stabilizes presentation. After this pioneering indeed, two publications, London labour and the London poor, appeared in British critical study. The use of photographs as a graphical presentation started with books, according to peter (2009.p,6) the application of this experience in periodical came; surprisingly fast in May, 1842. This was when Herbet Ingram founded the famous illustrated London news. The publication relied heavily on pictorial information.

According to Anderson (2014.p,140) Photojournalism is an arm of journalism that uses images to tell stories and report events. It is different from other forms of photography such as commercial, Architecture and industrial photography. This could be seen in its adherence to certain journalism norms like News, Timeliness Objectivity, fairness and accurate representation of the events.

Photojournalism involves the use of camera to record events as they happen. Like a news reporter, a photojournalist is a reporter but he or she writes with camera and disseminates news events through images. Photojournalists use pictures to tell stories interpret event and communicate their feelings about the society as Journalists hoping for a better society (Harding, 2012).

The advent of photographs mechanically printed into newspapers opened up market for press photography. Pictures were mostly taken for their action and content rather than any aesthetic consideration. Today, they are used in the newspapers for different reasons. The other factor was the introduction, by George Eastman, of small cameras in use at that time. Thus, convenient cameras gave photojournalists the freedom to record news events easily and quickly. The technological advancement enabled them to also take pictures which were previously impossible to take such as night and moving images. One of the foremost photojournalist was a Frenchman, Henri Cartier –Bresson, who from 1930 to 2004 worked to document what he called the “decisive moment”. Cartier-Bresson believed that the dynamics in any given situation eventually reach a peak, at which a photographer will capture the most powerful image possible.

Photojournalists have become visual interpreters, using their cameras and knowledge to bring readers a feeling of what an event was really like. Meanwhile, in the past, the photojournalist depended on artists to draw replicas of his photograph, which was later reproduced by an engraver into a Zinc plate, (Aliagan, 2006). The plate was then printed on a Hoe rotary press. Due to the long process, several days passed before these line-drawn renderings of photographs appeared on the front-page of the newspaper.

The growth of photography and photojournalism can be traced to two major factors that occurred near the end of the 19th century. The first is the technical innovation. This includes the invention of roll film, smaller cameras, faster lens and the perfection of the half tone process of printing photographs as a series of light and dark dots which allowed newspaper publishers to reproduce photographs quickly and inexpensively.

Photographs in Journalism inform, educate and enlighten readers about current issues and also reflect on the past as well. Photographs in Newspaper enhance the credibility of the stories. As they depict reality, they also furnish evidence to show the authenticity of a news story or give proof of an event that occurred. Its aesthetic values enable a photograph to serve as a tool to attract reader’s attention and break the monotony of news content. Thus, photographs enhance and beautify the pages of a newspaper (Gervais, 2005). Beyond the active construction in the creation of the image in front of the camera, photo editing in programs like Adobe Photoshop are almost roundly rejected by ethics in photojournalism. This issue can be debated, but standard photo post-production elements such as smoothing out wrinkles on a person's face, enhancing the colors of a location, or changing the contrast could all be considered clear violations of ethics in photojournalism. There have been many major cases in recent years of photojournalists being let go from major publications for the most minor alterations during photo editing. An example of this could be a color alteration to a photo where the sky color could be changed. This change in sky color could indicate or diminish the appearance of pollution, it could change the interpretation of the season, and it could even shift the perspective of the subjects Bose, (2002). All of these changes would be the anti-thesis of the structure of the photojournalist project and would violate it on a critical level. Photo editing can be used in certain situations, but it should remain incredibly minor if it wants to fit the strict ethical standards that have been associated with photojournalism.

A photograph in Newspaper speaks more than a thousand words. No formal education is required to understand a picture. Photographs are therefore able to break through literacy barrier to effectively communicate a message. It is a universal language.

Cartoons are non verbal graphic communication channels that express the opinions, views and findings of a media organization. They are used to advance an opinion in funny ways and are often based on current, burning and topical issues. They are used basically to educate, inform and entertain the audience by the print media (Emi, 2008).

Also, the need for investigative journalism has placed emphasis on the watchdog role of newspaper due to the fact that there are two sides of human namely: the godly and the animalistic side of human to behave in good manners but the animalistic side of the human is the evil side which can be seen in different wrong doings or atrocities of man.

It also shows the human urge to dominate, satisfy base instincts of huger, wealth acquisition and their evil or erotic desires. Human beings are expected to be rational but their rationality cannot always guarantee good conduct because most times, the animalistic tendencies in them prevail. Hence the needs for mass media to expose evil and t bring perpetrators to justice so that the human societies do not become the animal kingdom and full of evil.

There is also the need to check the excesses of the powerful or privileged people against the less privileged ones to hold rulers accountable to their people to bring about social reforms to expose crime and other wrong doings and to act as voice for the voiceless etc. (Aina 2001).

Also, the belief in the saying that Nigeria is one of the most corrupt nation of the world is not an exaggeration. International organizations have consistently testified to this undeniable fact to confirm the claims of these organizations, the country has witnessed different types of corrupt practices. This must have baffled the past regime led by chief Olusegun Obasajo so much that he thought it is necessary to establish organizations that could fight corrupt practices among citizens two of these organization are independent corrupt practice commission (ICPC) and the Economic and Financial crimes commission (EECC). After operating for few years, many have come to describe these as an organization of toothless bulldog.

The only organizations that Nigerians can fall back on or depends on, is the press which has been battling corruption with its in-depth news reporting opinion, comments, editorial, editorial cartoon etc.

Watson, (2008) Says that the media is prominent among the public arbiters for our behavior. Many have also found cartoons on newspaper to be equally up to the task of acting as the society watchdog. It is therefore imperative against the already established background to ascertain reader’s perception of the use of photographs and cartoons, specifically in the Nigerian Newspapers.

**1.2 Statement of the Problems**

The study will examine the effects and significance of crime illustration in enhancing the role of newspaper cartoons as watchdog in the society. It is to ascertain the impact of comic illustration on readers and the level to which cartoons have acted as watchdog of the society.

Visuals can have a dramatic impact on a reader’s involvement and feelings towards an event or issue. Images on newspapers have a powerful impact on readers’ attitude and understanding, and this impact and understanding cannot be created by text alone. In a news context, the presence of a photograph can significantly affect the consumer’s attitude towards the framed issue. While some readers might perceive pictures in newspapers as a support for the texts, others perceive it as something used in filling up the newspaper and making the pages numerous. To some also, it is just an act which serves to draw attention to a big story and to further illustrate statements made in the story and give the readers’ more details about the information presented.

This study was conceived to ascertain the perception of newspaper readers in Enugu metropolis of the use of photographs in Nigerian newspapers.

* 1. **Objectives of the Study**

1. To ascertain if the use of photographs and cartoons in Nigerian newspapers contribute to attracting attention of newspaper readers in Enugu Metropolis.

2. To determine if newspaper readers view photographs and cartoons in newspapers as space fillers or as aid to readers’ understanding.

3. To ascertain if newspaper readers view photographs and cartoons in newspapers as aiding credibility to stories or they are used for aesthetic appeal.

**1.4 Research Questions**

1. To what extent does the use of photographs and cartoons in Nigerian newspapers contribute to attracting the attention of newspaper readers in Enugu metropolis?

2. How do newspaper readers view this use of photographs and cartoons as space filler or aid to readers’ understanding?

3. How do newspaper readers view photographs and cartoons in newspapers as aiding credibility of stories or for aesthetic appeal?

**1.5 Scope of the Study**

This study is focused on assessing photographs and cartoons as communication instruments in Nigerian Newspapers. The researcher chose to limit the study to newspaper readers in Enugu East metropolis. Further research can focus on newspaper readers in other parts of the state and other states of the nation.

**1.6 Significance of the Study**

This study is considered relevant for various reasons.

**1.** It will contribute to available literature on the use of photographs and cartoons in newspapers. Specifically, it will fill the gap in literature on the perception of the use of newspapers in newspaper as held by newspaper readers in Enugu metropolis.

**2.** For print media practitioners, it could throw some additional light that will guide their use of photographs in newspapers and other print media vehicles.

**1.7 Operational Definition of Terms**

**Photograph:** A picture created by projecting an image onto a photosensitive surface such as a chemically treated plate or film, CCD receptor etc.

**Newspaper:** A publication usually published daily or weekly and usually printed on cheap, low – quality paper, containing news and other articles.

**Photojournalism:** A form of journalism in which a story is told primarily through photographs and other images.

**Readers:** People who read newspapers.

**Journalism:** The process of news gathering and dissemination through publication to a specific audience.

**Perception:** Organization, identification and interpretation of sensory information.

**Assessment:** The act of assessing something.

**CHAPTER TWO**

**LITERATURE REVIEW**

**2.1 Introduction**

This chapter deals with view of literature related to the study. It begins with the review of relevant concepts. Relevant empirical studies conducted by other scholars were also reviewed. The theoretical framework guiding the work was also reviewed.

**2.2 Review of Concepts**

This section presents a review of relevant concepts. The concepts reviewed include:

**2.2.1 Newspaper**

Newspaper is simply, a printed unbound paper that contains news about current political, economic, socio-cultural, educational, environmental, scientific-cum-technological and sundry affairs as well as other relevant sales information (Nwodu, 2006). A typical newspaper should therefore contain a blend of editorial contents (news, features/news commentaries, articles, letters-to-the editors etc.); advertorials (advertisements, supplements and other paid commercial contents) and pictorials (pictures and illustrations that complement the news contents).

Sanderman *et al.* cited in Baran (1999) defines newspaper as “an unbound printed publication issued at regular intervals which presents information in words, often supplemented with pictures”. The implication however, is that a typical newspaper is characterized as follows:

Unlike most publications that are bounded, newspapers are hardly bounded. Like every other print media, newspaper contents are usually permanent to the extent one can enjoy repeat exposure for as long as one is able to preserve a particular edition of a newspaper. It covers broad spectrum of interests ranging from politics, economic, socials, environmental, science, technology, and sundry subjects. It is offered periodically which could be daily, weekly or bi-weekly.

A newspaper therefore should contain news on current issues of public importance. It is an essential medium of mass communication which is found in almost all the nations and regions of the world.

In tracing the history of newspaper, the idea about documenting daily occurrences as news began in Rome during Caesar’s reign. Then, “the Acta Diurna (actions of the day), written on a tablet, was posted on the wall after each meeting of the Senate” (Baran; 1999, p.95). It is important to note that the posting was usually done on a wall not walls. The implication as Baran (1999, p.95) further informs is that “the circulation was one, and there is no reliable measure of its total readership”. So once the report of the actions of the Senate is posted on a particular wall, people who were desirous to know the latest news went to that particular point to read the action of the day. Those who could not go often inquired from those who were disposed to read up the posting.

However, in 1620 the documentation of events of the day on a tablet advanced to the stage of printed form. With this development, a one-page publication called Corantos was published. Then it was used to document specific news events hence, it was also called news sheet. The very first news sheet was printed in Holland in 1620 and imported in England. Soon after that production, Corantos became formidable tool in the hand of political actors who used it then to up their political ethos and interests.

According to Omu (1978), the Origin of Newspaper in Nigeria which is the first printing press was installed by the Presbyterian Mission when they arrived in Calabar in 1846. Eight years later, the Reverend Henry Townsend fitted up a printing press and inaugurated a printing school in the mission compound at Abeokuta. In 1859, he founded the Iwe Irohin which appeared as a Yoruba fortnightly, but became a bilingual when an English supplement was added March 8, 1860.

By implication, the first newspaper was published in Nigerian soil in 1859 as a religious publication. As the first newspaper to be published in Nigeria, Iwe Irohin enjoyed limited audience as a result of certain factors. Some of the factors are: The earlier editions were published in vernacular, precisely Yoruba. This limited audience exposure to only those who were literate in Yoruba language. The contents were limited to religious issues. Since the mission was to help propagate the Christian faith and by extension, enhance missionary work. At its inception, the paper was starved of advert revenue which made its production costly. As Nwanne (2008) rightly observes, Iwe Irohin did not survive for long adding that it disappeared from the news stands in 1867 as a result of the “Ifole”, the popular uprising, which led to the expulsion of Europeans from Abeokuta, and the destruction of the mission printing press.

One of the commonest forms of classifying newspaper is by periodicity. This has to do with frequency with which a particular newspaper title is published. In Nigeria like elsewhere not all newspapers hit the newsstand at the same frequency. While some hit the newsstand on daily basis, some come out on weekly basis while others appear fortnightly. The import is that a newspaper can be classified as daily, weekly, or bi-weekly newspapers based on how frequent the newspaper is produced and pushed to the market. Presently, most newspapers in Nigeria are either produced daily or weekly. Examples of daily newspapers in Nigeria are the Champion, The Guardian, Vanguard, This Day, Punch, The Nation, etc. Examples of weekly newspapers in Nigeria include; Business World, Insight, News page, Oracle, Announce, Express and a host of others.

**2.2.2 Photography and Photojournalism**

Beaumont New Hall, one of the world’s most celebrated philosophers once said that “Photography is at once a science and an art, and both aspects are inseparably linked through its astonishing rise from a substitute for skill of hand to an independent form. The word photography was derived from 2 Greek words “phos” meaning “light and “graphia” meaning “to draw”. Thus defining photography as a process of writing or drawing with light. It was first used by Sir. John Herschel in 1839 to replace the name “heliography” and “Sun drawing” as used by Nicephone Niepce.

Nasiu Tejuoso (2005) in book *Basics of Photojournalism* states that if photography should be relevant to journalism at all, then this form of photography is not only the most relevant but the widely considered approach. It requires taking communicative photographs aimed at expressing some actions to the audience.

The assertion above shows that photographs are meant to express a message and not just function as aesthetics. Photojournalism is a powerful medium of expression and visual communication that involves the process by which events are mirrored in pictures, which reveal something too brief for the eyes alone to define. Photographs invoke a spirit of reality by disseminating information that enables viewers make an accurate response to whatever is going on.

The pictures are supported by the use of a caption. “A caption is a verbal finger pointing at the picture” writes John. Writing in his book, “photography is a language”. A caption must capture the readers’ attention just as the lead in a news story. Writing a caption is important because it provides additional/ Information to the photograph.

Caption also interprets the photograph by describing the actions in it. This brings to the fore what ordinarily the eyes cannot see by merely starring at a picture. Captions are written to answer where, what, who, when, why and how of a photograph, thus, the need for photographers to get all the necessary information needed to answer the 5Ws and H. Pictures need no words, the idea portrayed is so simple or its emotional content so powerful that the visual is able to tell the story. However, most photographs need additional information. An old saying that states a picture speaks more than a thousand words”, now has a modern corollary which is a picture without words is almost nothing”. Without a caption, readers will be faced with the challenge of many unanswered questions about a photograph; such as who is in the picture? What is it about? Where was it taken? When was it taken? Why did the action occur? How did it occur?

According to Howard Chapnick (1964), who ran the Black Star picture agency, “One cannot err on the side of providing too much caption information. The editor who finds a photographer who understands the importance of detailed captioning will figuratively embrace him bodily and professionally. Now no matter how good a photograph is, without a good caption, it will not communicate effectively.

**Types of Photography**

Tejuoso (2005) classified photography into the following:

1. **Formal Pictures:** Photography taken with a procedural arrangement between photographer and object of focus. Examples of such pictures include those taken during model photo-shoot and those taken in photographic studio.

2. **Action Pictures:** These are photographs that are taken without the knowledge of the subject. Such photographs depict actions of the subjects. The uniqueness lies in the fact that it freezes certain actions performed by the subjects. An example of such is a picture of a football match. Timeless is the conscience of spontaneous action pictures. It records happening which take place within a brief moment that can easily be missed. It is what is referred to as “decisive moment” pictures. Other examples include picture of a swimmer taking a plunge into the pool, a goal keeper conceding a goal etc.

3. **Dramatic Picture:** Dramatic pictures are taken during performances for them to be used as illustration for advertisement. Examples are pictures of actors taken on location during film shooting or a stage performance.

4. **Pictures – Without – people Pictures:** They are photographs taken after an event has taken place, yet such pictures can communicate. They show that certain events occurred but the participants have left the scene. Examples are pictures of a riot scene, a disorganized apartment after robbery incident etc.

5. **Quarrel – Necessity Action Pictures:** Theses are photographs that exhibit conflicts, examples include pictures of war.

 However, Kobre (2004) classified photography based on different categories of photojournalism.

1. **Sport News:** These are pictures that communicate information about News break; such events have to be reported immediately to prevent the news from going stale. Examples of spot pictures are crime, riot protests, accident, fire disaster etc. The photojournalist

covering such event has no control over the events, thus he or she must report it as it unfolds because any opportunity to capture the scene once lost cannot be regained.

2. **General News:** Unlike sports News, general News pictures are recorded events that can be delayed and yet not go stale. Photographs on general news include politics, press or social events, must portray something new or exhibit other news value such as prominence, magnitude, oddity etc.

3. **Features photograph:** features provide visual break from routine news pictures. A news pictures accrue values when (a) its subjects are famous. (b)The event is of large magnitude or (c) The outcome is tragic. However, a feature picture by contrast records the common place, the everyday, in a new or unusual way. They tell an old story in a new way or from a new point of view.

4. **Portraits:** They are used to tell a person’s story. Photojournalists shoot both posed and candid portraits to achieve this. Even when they are arranged elements for portrait, photojournalists look for honest, candid moments. Nicole Bengiveno, who shoots for the New York Times expresses this when she said “My favourite pictures are real moments when the subject have forgotten you are there”, Shooting posed portraits is not natural activity for many news photographers whose instincts are to observe and not control. Portraits reveal something about a person’s personality thus photojournalists strive to project this in their portrait pictures.

5**. Sport Photograph:** Sports photographers are like athletes, they strive to capture in a unique way the fast – paced action and drama of competition. A good sport photograph and a well written news story have similar characteristics. They are both timely and both have a higher reader interest. A sport picture summarizes the game in one photograph in a timely manner. The sport photographer captures interesting, unusual, emotional and unexpected on and off the sport field.

6. **Photo story:** This refers to editorial photographs that tell narrative stories for many photojournalists, telling stories with pictures is the ultimate professional experience. The story must be planned and well organized to present a complete – detailed account of an interesting and significant subject, event, and personality aspect of contemporary life in a narrative form. Sometimes stories can be built in a matter of minutes, other times it takes months or years.

7. **Illustration:** Today’s photojournalism are borrowing the techniques of advertising photographers to illustrate stories based on issues and abstract ideas such as economics, science etc. The rise of issue – oriented photo illustrations may be the most significant change in the history of photojournalism since the 35mm camera introduced the era of photography. Photo illustrations communicate concepts, a literal picture is not always able to.

 The role of a photojournalist is to report news and tell stories through these various means. Whichever form of photography he or she chooses, it is important for the photojournalist to capture issues of interest, for example; an issue of overcrowded classroom or an environmental degradation such as flooding, calls for such issues to be translated into pictures or communicated visually through photographs.

**The Evolution of Photojournalism**

The concept of photojournalism was carried by Eric Solomon “father of Candid photography” in 1892 to describe what is considered an act of using picture to communicate. Other attempts by scholars have been made over the years to provide a clearer understanding of what photojournalism is all about.

Kobre (2004) describes it as a journalism approach of translating spoken words into visual to portray underlying controversies. This definition buttresses the ability of photographs to communicate an issue of interest, no matter how controversial, in a subtitle visual language. Michael D. Sherer, Assistant Professor of journalism at the university of Nebraska, Omaha says: “There is little doubt photojournalism is a powerful medium. News photographs let the viewer share in a vicarious but vivid sense the excitement, the tragedy or the exultation being experienced by the person caught up in the news. In this sharing process, emotions play a critical role”.

Tejuoso (2008) defines photojournalism as an act of reporting, transmitting news events and situations in a picture as a process of photo reporting indicates that expression in dissemination of information to the mass audience or readers. The ability to arouse a reader’s emotions, often cited as one of photojournalism strengths, is a concept that has been demonstrated by these researchers. However, photojournalism as a major means of news reporting is not arbitrary in nature, thus it is not every photographer that can be regarded as a photojournalist.

**2.2.3 The Photojournalist**

One of Nigeria’s pioneers in photojournalism, Bola Ajidagba, says that a good photojournalism picture is a product of journalism not photography. Therefore, a photojournalist is a journalist first and photographer second. According to Media Review Journal (2008) the following definitions of the photojournalist were given by photo editors of different newspapers.

A photographer is a visual reporter of facts who gets out every day and experiences life for others by capturing events in such a way that readers can see and feel what it was like to be there (Bayoor Ewuoso, The punch).

Photojournalists are people who write stories with cameras. In doing this, they only take photographs that are newsworthy and tell people where the pictures were taken and what they are all about. These people are highly trained to see a picture that the untrained eye may simply pass over” (Christopher Abiodum Agala, this day). “A photojournalist is the person who takes photographs that talk about news while an untrained person on the field would take pictures that may not necessarily convey any meanings, a photojournalist photographs newsworthy events and he must be there at the scene to record or capture the happenings”(John Ebhots, The Nation).

From the above definitions, it can be deduced that a photojournalist is the eyes and brain behind a camera, a trained news reporter who records newsworthy events for publication in the print media.

According to Isheikwene (2003), former Editor of the Punch, Photojournalism profession requires skills, passion and courage. It also requires dexterity and emotional intelligence to convey story in a visual form while at the same time ensuring that the media ethics are adhered to.

According to Grazie Neri an Italian – born photographer, the ethical decision must be considered by a photojournalist at the moment he is to focus his camera on his subject. He must safeguard the truth, he feels he wants to show the public, safeguards the public by ensuring that what he is presenting is in the public interest and safeguard the subject of his photography.

An example of a breach of ethics in photojournalism is the September 5 – 10 – 1990 edition of the defunct Top News magazine published by an artist, Akapa. It had a picture of a 16 year old American girl as that of a 17 year old – Nigerian Cocaine addict. However, the publication was exposed by its competitors and the publisher was suspended from being a member of the Nigerian Union of Journalists after an investigation found him guilty of professional misconduct.

According to The New Zealand Herald (November 27, 2007) an Egyptian Newspaper editor was sentenced to a year in failed for publishing a front page photograph of an Egyptian actress that was considered to be indecent.

These case studies emphasize the need for photojournalist editors and everyone involved in the process of photography up to publication stage, to adhere to the ethical standard of the journalism profession.

**2.2.4 Impact of Newspaper Photographs on Readers’ Attitude**

Currently, there is no hard evidence of the impact of photographs in news stories in an individual’s attitude. However, there is research within the advertising realm relating to the impact of photographs on attitude that can be drawn from. Images have a powerful impact on a viewer’s attitude, and this impact cannot be created by text alone. In a news context, the presence of a photograph will significantly alter the consumer’s attitude toward the framed issue. Houston, Childers, and Heckler (1987) noted that little research examined the effects of non-verbal message elements on consumer information processing. They also proposed that the nature of pictorial stimuli suggest that pictures can be used effectively to embed expectations within a message. If this is true, there are many implications for advertisers and news producers alike. For instance, Singh, Lessig, and Kim (2000) show that advertisers use pictures for several reasons, including getting attention.

In newspapers, visuals have proven to be a crucial connection point, and Moses (2002) noted that graphics, photographs, and headlines get far more attention from readers than text does. In a marketing saturated environment, winning the consumer’s attention is half of the battle. Furthermore, the mere association of a product with a positively evaluated stimulus like an attractive picture, regardless of the picture content, may be sufficient to alter attitude towards the product “without any rational belief change preceding the effect” (Harris, 1983:12). If it is understood how consumers react to pictures in the marketing context, insight can be gained into how photographs serve to influence news consumers. Advertisement practices appear to be predicated on the belief that vivid information is more persuasive than pallid information, with vividness typically viewed as a characteristic of the stimulus; hence pictures are vivid and verbal statements are pallid (Kisielius & Sternthal, 1984). Persuasion is usually measured by asking subjects to make attitudinal judgments about the message promotion. Within the advertising framework, one can study the impact of images in relation to influencing consumer attitude. The research of pictures in advertising has focused on two broad categories: the effects of pictorial messages on memory and the impact of pictures on consumer attitudinal response (Houston *et al.,* 1987).

The attitudinal studies are significant because the manner in which an image influences a consumer’s opinion toward an advertisement could realistically explain the way a photograph influences a news consumer’s opinion about an article, or the issue discussed in the article. Petty and Cacioppo (1981) have defined attitude as “a general and enduring positive or negative feeling about some person, object, or issue” (Morris *et al*., 1996). The visual component in advertisements may affect both the formation of product attribute beliefs and attitude toward the advertisement (Mitchell, 2001). If the images in an advertisement can directly affect a consumer’s attitude, what is portrayed in those images is crucial. One explanation for those effects is the belief structure change hypothesis, which states that “pictures’ effect on attitudes occurs through their influence on product-related thoughts and beliefs” (Singh *et al*., 2000).

The results of a Mitchell (2001) study indicate that the visual elements of advertisements may affect brand attitudes in at least two ways. First, consumers might make presumptions about the brand based on the visual information presented. These presumptions may “result in the formation or change of beliefs about the advertised brand” (Mitchell, 2001:21). Second, if the visual element is positively or negatively evaluated, it might affect a brand attitude operating through attitude toward the advertisement. In essence, the valence of a photograph can significantly influence a consumer’s attitude toward an advertisement. In fact, having more pictures or a larger picture in an advertisement can influence consumers. A Rossiter and Percy (1978) study found that high pictorial emphasis in print advertising, that is, a large picture of the product relative to the space devoted to copy, generated significantly more favorable overall attitude ratings for a new, hypothetical product that those advertisements with low pictorial emphasis, that is, a small picture of the product with larger size copy. The imagery explanation of this picture-superiority effect relates to advertisements where the information presented in words is the same as the information presented in the pictures (Houston *et al*., 1987).

In a news story, the photograph serves to draw attention to a big story, further illustrate statements made in the story, and give the readers more details about the information presented. Just as in advertisements, photographs in news stories can stimulate opinion change about brand attitude (Houston *et al*., 1987).

**2.2.5 Visual Communication**

Photograph is all about visual communication because of its ability to translate linguistic communication into visual expression. This consists of forms, indexes and icons. The forms are symbols, the indexes are traces while the icons are representation. These icons consist of different kinds of pictures representing an object such as photographs, drawing etc.

Like in linguistic communication, visual communication has a deep meaning in what it expresses for example, a picture of an old man with a key in his hand may be interpreted as a picture of an old man. However, it can also be a symbol of Saint Peter, a hat represents a cowboy and a rose represents love, thus it is believed that visual communication is emotional but not easily understood.

As a result of this complexity most photographs needs a good caption to avoid superfluous interpretations of messages. Photographs as a visual communication make news dissemination possible. This emphasizes the news pictures. Many famous photographers that employed this style of narrative expression includes Hen Cartier – Bresson whose pictures normally illustrate a story in the pages of newspaper

# **2.2.6 Brief History of Cartoons Journalism**

We all recognize cartoons as quirky representations of life. It is interesting to note that although this art form became popular in the 20th century when it featured in newspapers, film and most recently the internet, her art has been on for several thousand years. A close look at some historic caves shows that our earliest ancestors (cavemen) drew cartoons on cave walls to reflect their encounter with fellow men, beasts, and environment and ritual practices. In line with this reasoning, Kunzle (2009) in „Microsoft Encarta‟ defines cartoon as “a drawing made on paper in preparation for and in the same size as a painting, tapestry, mosaic, or piece of stained glass”. He goes on to state that “since the 1840s the term also come to mean any humorous, satirical or opinionated drawing, typically one printed in a newspaper or magazine, with or without a short text.” Although this definition covers much on the nature of cartoons, it is not totally up-to-date as modern-day cartoons have electronic dimensions, as displayed on film and TV. According to Cool cartooning (2008), “in later centuries other societies such as the Mayans and Egyptian carved intricate cartoons upon solid rocks. In fact the languages of these people were represented by figures of animals and people carved into their tombs and temples”.

The Greeks were also one of the earliest makers of this art form; they created mosaics. *Merriam Webster Dictionary* (2015) defines mosaics as “a decoration made by inlaying small pieces of variously coloured materials to form pictures or patterns”. In the 17th and 18th centuries, cartoons began to feature in books, newspapers and magazines. In modern-day, cartoons are everywhere, on newspapers, books and magazines; they are also on billboards, posters, television and the internet.

**2.3 Review of Related Studies**

**Corruption and perception**

Ogbondah (2003:103) as quoted in Ekanem (2008:73), argues that “the politicization of news has become a growing problem in the Nigerian media.” Furthermore, he observes that corruption has encouraged bias in the coverage of news as well as severe dependence of journalist on government and political paymasters. Consequently, the right of the public to know is been misused as little is done to present factual, accurate, balanced and fair report of events (Ezeah, 2007:56).

 In a study carried out by Azegbeni (2006:10) using the Daily Times and The Observer newspapers as case study in a survey method, the following were her findings: “privately-owned newspapers provided more credible news/information than their government-owned counterparts,” about “81% of the respondents said government interference in editorial content of government-owned newspapers was responsible for their low credibility.” Furthermore, the study found out that low credibility, bias and pro-government stand on issues as represented by 75.1% and 80.4% respectively, were responsible for the low patronage of government-owned newspapers.

As stated in Agba (2006:195), Marcia Grant carried out a study of the relationship between the press and the political system in Nigeria during the First Republic. The findings show that the character of political reporting and commentary in the print media was dependent on media owner’s relationship with the political system. He concluded that most newspapers were partial as they became mouthpiece of sectionalism and political parties. The analysis of the foregoing literature shows that the works on media ethics, with respect to newspaper reports have taken many paths. However, none dwelt on the public assessment of how newspapers project electoral issues with respect to ethics. They did not consider specifically the public perception of newspapers’ level of adherence to ethical principles in the reportage of electoral processes. This is the concern of this present study.

**Newspaper and Politics**

In a study on the power of the newspaper by both Habermas (2006) and Castells (1994) where it was revealed that there is an underlying assumption of a pivotal role for the newspaper publications in politics and political participation. They also raise the question of newspaper and power processes in the society.

 Downing (1995) stressed that the newspaper content are dictated by structures of power in any society. The newspaper company does not stand independent of a given social system but instead provide channels of communication between elements within it. To varying degrees this has meant that they are instrumental to dominant institutions and interests within the society (Randall, 1998). The newspaper also act as the platform through which people and interests in the society express their views (Ibraheem, *et. al.*, 2013).

According to Sussman (1989) The newspaper are universally referred to as agents of power and political control, such that those who hold sway of political power and authority are always conscious of the fact that information management and control is central to the capturing, retention and exercise of political power. The larger implication of this is that the ownership, control and accessibility to the newspaper are considered to be critical to the wielding and sustenance of political power. This recognition of the role of newspapers as agents of power and political control is partly responsible for the decision of the governments of developing countries (Nigeria inclusive) and state governments to either own their own newspaper or regulate news and information flow within and into their countries

According to Ibraheem *et. al,.* (2013) In Nigeria, the mass media generally (particularly the press) since its inception in 1859 have played significant roles in shaping the social, political and economic landscape and setting the agenda for the country’s political development. It is a widely held notion that Nigeria’s political history is inextricably intertwined with that of its media history because of the prominent role the newspaper have played at every strategic point in the country’s political development and the influence of politics on the development and focus of Nigeria’s newspapers.

**2.4 Theoretical Framework**

It has been established that certain theories are determinant of communication effects on the readers. A theory is a business of science which enables us to make predictions about outcome of events. For the purpose of this study, the Source Credibility Theory is adopted to serve as a conceptual framework and serve as a guide in the course of carrying out this research. Propounded in 1951 by Carl Hovland and Walter Weiss, Source Credibility Theory belongs essentially to a set of theories known as the Persuasion Theories.

According to Olson and Zanna (1993:135), persuasion is defined as attitude change resulting from exposure to the information from others. Attitude refers basically to our predispositions towards things. It involves whether or not we like something. It is the raw materials from which opinions are generated and crystallized. Carl Hovland and Weiss (1951), cited in Anaeto, Onabanjo and Osifeso (2008:76), explain that judging from many day to day examples of communication campaigns, there appears to be widespread belief that having the right source can increase the effectiveness of a message.

Hovland’s source credibility posits that high credibility source produces more opinion change than low credibility source. In other words, persuasion is more effective when high credibility source is used. The dimensions of credibility as suggested by Hovland and Weiss (1951:635) include expertness and trustworthiness. Thus, the major trust of the theory is rooted in the fact that, in the area of communication, persuasion takes place when the message comes from a source that is shrouded in or reputed for competence and reliability.

On the other hand, the source credibility literature borrows more from cognitive theories. A highly credible source is typically more persuasive than a less credible source (Brock 1965), because the high credibility of the source inhibits counter-argumentation (Sternthal, Dholakia and Leavitt 1978). Although Sternthal, *et. al.* (1978), have hypothesized an interaction of source credibility with prior opinions, a less credible source would be more persuasive if the receiver's prior opinion is positive because it would generate a greater support argumentation in the receiver's cognitive responses. This corresponds also to the implications of a Bayesian model of information integration (Gatignon 1984). The two main determinants of credibility are the power of the source and the strength of ties between the source and the influence.

The perception literature has concentrated on the power of the source as the major determinant of source credibility (Aaker and Myers 1982). It is clearly an essential determinant of the credibility of a source as the uncertainty associated with information is lower for a knowledgeable source than a novice. However, although the source is an expert, the information must be communicated at a technical level which can be understood by the recipient. Therefore, personal influence will be more readily accepted if the information is communicated at the technical level at which the potential recipient is knowledgeable and comfortable.

Hence, this research work is guided by the framework that, determining the perception of readers towards the use of photographs is a function of the expertise and trustworthiness the media are capable of bringing to bear on their messages.

**Application of the Theory**

If a speaker presents an audience with a short clip and includes a witty joke at the conclusion of the video or animation to drive the point home, members of the audience may only remember the joke. Although the joke may only be a small element of the entire speech, someone will recall it and share it with others and perhaps speak kindly of the speaker and wish to interact with that person again, or promise to purchase product or feel inclined to tell anyone who will listen about what they learned. This is when terminal credibility comes into play, but it is dependent on how well the speaker presented the information to the audience. Similarly, Speakers must also present themselves to be likable since people are more inclined to trust those they generally like or feel comfortable with in a room. Being friendly, easy going, warmhearted, nice and kind can carry the speaker ,into a very comfortable space with the audience. Once the audience is at ease, the speaker can generally present their information, and it will be perceived positively. This implies that competence, extraversion, composure, character, and sociability are fluids credibility that affects how an audience will perceive the speaker as well as the speaker's transactional credibility. This scenario is synonymous to readers’ perception of the use of photographs in Nigerian newspapers because designing effective communications supposes an understanding of how the intended audience might react to a specific content or type of media.

Since source credibility is used to imply a communicator's/media's positive characteristics that affect the receiver's acceptance of a message, it can be concluded that; determining the perception of readers towards the use of photographs is a function of the expertise and trustworthiness which the media are capable of bringing to bear on their messages.

**2.5 Gap in Literature**

The review presented in this work indicates that some scholars have done some studies relating to readers’ perception of the use of photographs in newspapers. However, the researcher did not find much work narrowed down to the perception of newspaper readers in Enugu East metropolis of the use of photographs in Nigerian newspapers. This study attempts to address this gap in literature.

**2.6 Summary**

The chapter reviewed the concepts, history and origin of newspaper. Review of extant literatures revealed similarities in the opinions of writers as regards the history of newspaper. Some scholars traced the origin to Rome during Caesar’s reign, “then, “The Acta Diurna (actions of the day), written on a tablet, which was posted on the wall, after each meeting of the senate.

The concept of photography was equally reviewed and seen to be science and art, inseparably linked through its astonishing rise from a substitute for skill of hand to an independent form. Different types of photograph, including formal pictures, action pictures, dramatic pictures and general news were also reviewed.

The concept of photography by various founding fathers and photojournalist were addressed, in 1892, Eric Solomon, the father of candid photography elaborated on the concept of photojournalism, stating that it is an act of using pictures to communicate and described a photo journalist as a visual reporter of facts who steps out every and experiences life for others by capturing events in such a way that readers will see and feel what it is like to be present at the scene of the event.

Developed a mathematical formula for determining readers’ interest pictures. What holds readers interests depends on the subject matter. Source Credibility Theorywas used to guide the study. The theory explained the importance/need of newspapers ability to influence the perception of its readers and what they consider the most important issue of the day. The study emphasized that images have a powerful impact on viewer’s attitude.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Introduction**

This chapter discussed the method used in the study. It contains the research design, the population of study, the sample and sampling technique, instrument of data collection, validity of data gathering instrument, validity and reliability of data collecting instruments, method of data collection, and method of data presentation and analysis.

**3.2 Research design**

The research design adopted for this study was the survey research method. As the name implies, survey is a research method, which focuses on a representative sample derived from the entire population of the study. The reasons for choosing survey method is because it aims not only at collection of data but also the discovering of meaning in the data collected so that the fact can be better interpreted, explained and understood.

**3.3 Population of the study**

The estimated population area of residents of Enugu East Local Government Area is 279,089. However, the study was focused on newspaper readers, which is considered an infinite population.

**3.4 Sample and Sampling Technique**

The sampling of the study was drawn using Taro Yamani’s formula which is

n = N

1 + N(e)2

 Where N = Population

 e = Error Limit

 I = Constant

The population of residents in Enugu East metropolis is 279,089.

Therefore

 N = 279089

 e = 0.09

 I = Constant

 n = 279089

 1 + (279089) 0.092

 n = 279089

 1 + 2260 (0.0081)

 n = 279089 = 123.4

 2261

 $∴$ n = 123

To determine the number of copies of questionnaire to be administered to such of the 17 newspaper stand in Enugu metropolis, the researcher used proportionate quota sampling technique since the exact population of each of the areas is unknown. To get the minimum of sampled unit from each of the categories, the researcher divided the number of the sub-groups with the determined sample size of the study.

123 = 7.2 = 7

 17

This indicates that about 7 copies of the questionnaire were distributed to each newspaper stand in Enugu metropolis.

**3.5 Description of Research Instrument**

The research instrument employed in this study was the questionnaire. It comprised of an introductory part, which described the researcher, the aim of the study and the demographic data section.

**3.6 Validity and Reliability of Data gathering Instrument**

The instrument (questionnaire) used for this study was designed and given to experts in research for their input. It was also given to the project supervisor for validation before it was produced for use. To test the reliability of the instrument the researcher conducted pilot study involving 7 newspaper readers at Oye-Emene Junction. This was done to confirm if newspaper readers can understand and respond to the instrument appropriately. It was also to confirm that data to be generated using the instrument will help provide answers to the research questions.

**3.7 Method of data collection**

A total number of 123 copies of the questionnaire were distributed to the selected newspaper readers in Enugu – East Local Government Area, using face to face (direct approach) by the researcher.

**3.8 Method of Data Analysis**

Data was presented using simple tables, frequency and percentage. The tables were interpreted by the researcher in such a way as to provide answers to the research questions one after another in a systematic way.

**CHAPTER FOUR**

**DATA PRESETNATION AND ANALYSIS**

**4.1 Introduction**

The purpose of this study was to determine the “Assessment of readers’ perception of the use of photographs in Nigerian Newspapers. The chapter is concerned with the presentation and analysis of data generated through the administration of questionnaire.

123 copies of questionnaire were administered to the various respondents and 119 copies were recovered. This presented a response rate of return of 97%.

 The study answered the following research questions.

1. To what extent does the use of photographs in Nigerian newspapers contribute to attracting the attention of newspaper readers in Enugu metropolis?

2. How do newspaper readers view this use of photographs as space filler or aid to readers’ understanding?

3. How do newspaper readers view photographs in newspapers as aiding credibility of stories or for aesthetic appeal?

**4.2 Analysis of Bio-Data**

Items 1 – 5 answered questions on the Bio data of the respondents.

**Question 1: What is your gender?**

**Table 1: Gender distribution of respondents**

|  |  |  |
| --- | --- | --- |
| **Gender** | **Frequency** | **Percentage**  |
| MaleFemale | 8633 | 72%28% |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The table1 above states that 86 respondents (72%) are male while 33 respondents (28%) are female.

**Question 2: What is your age range?**

**Table 2: Age range of respondents**

|  |  |  |
| --- | --- | --- |
| **Age** | **Frequency** | **Percentage**  |
| Below 2021 – 4041 – 50 51 and above | 12266318 | 10%22%53% 15%  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The table 2 above indicates that 12 (10%) respondents were below the ages of 20, 26 respondents (22%) are between the ages of 21 – 40 years, 63 (53%) respondents are between 41 – 50 years, while 18 respondents (15%) are 51 and above.

**Question 3: What is your marital status?**

**Table 3: Marital status of respondents**

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| SingleMarriedDivorcedWidow/widower | 32462516 | 27%39%21%13%  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The table showed that 32 respondents (27%) were single, 46 respondents (39%) were married 25 respondents (21%) were divorced while 16 respondents (13%) were widowed.

**Question 4: What is your highest Educational qualification?**

**Table 4: Educational qualification of respondents**

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| WASSCE/GCE/NECOOND/ND/HND/NCEB.Sc./MBA/M.Sc.Ph.D | 5635226 | 47%29%19% 5%  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The table above showed that 56 respondents (47%) have WASSCE /GCE/NECO, 35 respondents (29%) have OND/ND/HND/NCE, 22 respondents (19%) have B.Sc./MBA/M.Sc. while 6 respondents (55) have Ph.D. certificate.

**Question 5: What is your occupation?**

**Table 5: Occupation status of respondents**

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| BusinessTeacherCivil servantSelf employed | 5891240 | 48.7%7.6%10.1%38.6%  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

 The above table indicated that 58 respondents (48.7%) are into business, 9 respondents (7.6%) were teachers while 12 respondents (10.1%) were civil servants, while 40 respondents (38.6%) were self employed.

**4.3 Analysis of Data from survey (field)**

**Research question 1:** To what extent does the use of photographs in Nigerian newspapers contribute to attracting the attention of newspaper readers in Enugu metropolis?

**Item 6 – 10 answered this research question.**

**Question 6**: Are you attracted to newspaper?

**Table 6**: Response to question 6

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| YesNo | 119-  | 100%-  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The above table indicated that all the respondents (119) in Enugu metropolis were attracted to photographs in newspapers.

**Question 7:** Are there photographs and cartoons in the Newspapers?

**Table 7:** Response to Question 7

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| YesNo | 119-  | 100%-  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The above table indicated that all the respondents (119) in Enugu metropolis accepted that there are photographs and cartoons in the newspaper.

**Question 8**: Which Nigerian Newspaper are you attracted to?

**Table 8:**  Response to question 8

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| PunchGuardianThe SunThe Nations | 59361311 | 50%30%11%9%  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

From the table above it showed that 59 respondents (50%) prefer reading punch newspaper, 36 respondents (30%) prefer reading Guardian newspaper, 13 respondents (11%) prefer reading The Sun Newspaper while 11 respondents (9%) reads the nations newspapers.

**Question 9:** To what extent are you attracted to Newspaper?

**Table 9:** Response to Question 9.

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| Daily weeklyNo particular routineOther specify | 9735 10- | 60%31%8% - |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The table above shown that 71 respondents (60%) reads newspaper daily, 35 respondents (31%) reads newspapers weekly, 10 respondents (8%) do not have a particular of routine reading newspaper, while other respondents could not specify.

**Question 10:** What area of the photographs and cartoons/pictures in newspaper attracts you more?

**Table 10:** Response to Question 10

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| News storiesAdvertisement FeaturesColourful images of pictures | 6236129 | 52%30%10% 8%  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The above table showed that 62 respondents (52%) have a favorite newspaper like News stories that attract them, 36 respondents (30%) were attracted by advertisement, 12 respondents (10%) were attracted by features stories, while 9 respondents (8%) were attracted by colorful images of pictures.

**Research Question 2:** How do newspaper readers view this use of photographs and cartoons as space filler or

aid to readers’ understanding?

**Item 11 – 14 answer this question**

**Question 11:** How do you view photographs and cartoons in newspapers?

**Table 11:** Response to question 11

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| Space fillerEntertaining Informative Free from corruption  | 5835224 | 4.9%29%19%3%  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The table above showed that 58 respondents (49%) said they view it as a space filler, 35 respondents (29%) said is entertaining, 22 respondents (19%) said is informative while 4 respondents (3%) said is free from corruption.

**Question 12:** What angle do you view photographs and cartoons in newspapers?

**Table 12:** Response to question 12

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| AttractiveDistracting Corrupting Other specify | 102116- | 86%9%5%-  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

From the above table, 102 respondents (86%) said is attractive, 11 respondents (9%) said is distracting, 6 respondents (5%) said is corrupting while none were able to specify.

**Question 13:** Do you understand those photographs and cartoons viewed in the newspapers?

**Table 13:** Response to question 13

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| YesNo  | 8633 | 72%28% |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

From the above table 33 respondents (28%) said Yes while 86 respondents (72%) said No.

**Question 14:** To what extent do newspaper readers view the importance of photographs and cartoons on newspapers?

Table 14: Response to question 14

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| Very AttractiveDistracting Uninteresting Confusing | 106310- | 89%2%9%-  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The above table shows that 106 respondents (89%) said the picture were very attractive, 3 respondents (2%) said it was distracting, 10 respondents (9%) said it was uninteresting, while no respondent did not respond to the last option (confusing).

**Research question 3:** How do newspaper readers view photographs and cartoons in newspapers as aiding credibility of stories or for aesthetic appeal?

**Item 15 – 18 answer this question**

**Question 15:** Are you fascinated by the credibility of stories in newspaper accompanied with photographs and cartoons?

Table 15: response to question 15

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| YesNo  | 10217 | 86%14% |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

From the above 102 respondents (86%) are fascinated by the use of photographs and cartoons in newspapers while 17 respondents (14%) were not fascinated with photographs and cartoons in newspapers.

**Question 16:** What aesthetic appeal do you derived from photographs and cartoons in Newspapers?

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| It recreates EntertainIllustrates the news storyI do not like cartons | 4632356 | 39%27%29%5%  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

From the analysed data above 46 respondents (39%) are impressed by cartoons, 32 respondents (27%) said it entertains, 35 respondents (29%) said it illustrates the news story, while 6 respondents (5%) do not like the cartons.

**Question 17:** To what impact is the credibility of photographs and cartoons contributes in attracting readers to newspapers?

Table 17: Response to Question 17

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| Positively NegativelyOtherwiseNot specified | 713513- | 60%31%11%- |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

From the above table, 71 respondents (60%) said positively, 35 respondents (31%) said negatively, 13 respondents (11%) said otherwise while no respondents did not specify.

**Question 18:** How are the photographs and cartoons presented in the newspaper publication?

**Table 18:** Response to Question 18

|  |  |  |
| --- | --- | --- |
| **Response** | **Frequency** | **Percentage**  |
| Colourful pictures In-depth informationFont size Number of pages  | 5635226 | 47%29%19%5%  |
| **Total** | **119** | **100%** |

Source: Field Survey 2018

The above table shows that 56 respondents (47%) differentiate the colourful pictures in packaging of newspaper of today and that of the previous years, 35 respondents (295) dictates the in-depth information, 22 respondents (19%) noticed the font size while 6 respondents (5%) noticed the number of pages.

**4.4 Discussion of Findings**

This section discussed the data that was collected from the survey on the topic. “The Assessment of Readers’ perception on the use of photographs and cartoons in Nigerian Newspapers”.

The data were contained in the 119 copies of questionnaire retrieved from the respondents. This section therefore discussed the findings of the study in relation to the four research questions that were asked in the study.

**4.4.1 Research Question 1:** To what extent does the use of photographs and cartoons in Nigerian Newspapers contribute to attracting the attention of readers in Enugu Metropolis?

This research question was aimed at determining the extent to which the residents of Enugu metropolis pay attention to photographs and cartoons in newspapers.

Data on table 6, 9, 8, 9, 10 answered the research question. Data on table 6 show that all the respondents in Enugu metropolis pay attention to photographs and cartoons in newspapers.

Data on table 7 Analysed if there are photographs and cartoons in the Newspapers? Out of the 119 questionnaires that was retrieved 59 (50%) respondents prefer reading punch, 36 (30%) respondents prefer reading Guardian newspaper, 13 (11%) respondents prefer reading The Sun, while 11 (9%) respondents prefer reading The Nations Newspapers.

Data on table 8 Which Nigerian Newspaper you attracted to? And it shows that 71 respondents (60%) said Newspaper daily, 35 respondents (31%) reads newspapers weekly, 10 respondents (8%) do not have a particular which they are attracted to Newspapers, while no respondent could specify.

Data on table 9 analysed the extent they were attracted to Newspaper and it shows that 97 respondents (60%) said daily, 35 respondents (31%) said weekly, 10 respondents (8%) said they have no particular routine they are being attracted to Newspaper, while none could specify.

Data on table 10 analysed the area of photographs and cartoons/pictures in Newspaper attracts you more and it shows that 62 respondents (52%) have a favorite Newspaper like News stories that they pay attention to, 36 respondents (30%) were attracted by advertisement, 12 respondents (10%) were attracted by feature stories while 9 respondents (8%) were attracted by colourful images.

The findings from the above indicated that majority of the respondents in Enugu metropolis were attracted to a particular area in newspaper.

**4.4.2 Research Question 2:** How do newspaper readers view the use of photographs and cartoons as space filler or aid to readers understanding? The essence of this research question was to determine how people view the display of picture/images on the pages of newspaper. Data on table 11, 12, 13, 14 answered the research questions.

 Data on table 11: Analyzed how the readers view photographs and cartoons in newspapers and it shows that 58 respondents (49%) indicated that is easy to read, 35 respondents (29%) said it has no distraction, 22 respondents (19%) said it enhances concentration while 4 respondents (3%) said it is free from corruption.

Data on table 12: From what angle do you look at those pictures in the newspaper? And it was recorded that about 102 respondents (86%) finds it attractive. 11 respondents (9%) finds it distracting, 6 respondents (5%) said is corrupting while none were able to specify.

Data on table 13: Do you understand those photographs and cartoons viewed in the newspaper? And the data gathered that 86 respondents (72%) said yes, while 33 respondents (28%) said No.

Data on table 14: To what extent do newspaper readers view the importance of photographs and cartoons on newspaper and the result of the data gathering shows that 106 respondents (89%) said it was attractive, 3 respondents (2%) said it was distracting, 10 respondents (9%) said it was uninteresting and none responded to the last option (confusing) . From the findings above readers have different reactions and pictures that are displayed on Nigerian Newspapers.

**4.4.3 Research Questions 3:** How do newspaper readers view photographs and cartoons in newspapers as aiding credibility of stories or for aesthetic appeal?

Data on table 15 - 18 answered the research question.

Data on table 15: Are you fascinated by the credibility of stories in the newspaper accompanied with photographs and cartoons? The data on this table shows that 102 respondents (86%) enjoys the credibility of photographs and cartoons in the newspaper while 17 respondents (14%) do not enjoy it in their own perspective.

Data on table 16: Analyzed the aesthetic appeal they derive from photographs and cartoons in Newspaper and it was concluded that 46 respondents (37%) said its recreative, 32 respondent (27%) said its entertaining, 35 respondents (29%) said it illustrate the news stores, while 6 respondents (5%) said they do not like cartoons.

Data on table 17: Analyzed the impact the credibility of photographs and cartoons contribute in attracting readers to newspapers? So about 71 respondents (60%) said is through reading news stories, 35 respondents (31%) reads to get entertainment news, 13 respondents (11%) said is through the price in stock market.

On the Data table 18: Analyzed how the photographs and cartoons are being presented in the newspaper publication, about 56 respondents (47%) noticed the colorful display of pictures, 35 respondents (29%) noticed the in-depth information, 22 respondents (19%) noticed the font size, while 6 respondents (5%) noticed the number of pages in the newspaper.

From the findings above we can testify that from the credibility and packaging of news stories helps to draw the attention of readers to buy newspapers.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATIONS**

**5.1 Introduction**

The aim of this study was to “assess of photographs and cartoons as communication instruments in Nigerian newspapers”. In carrying out the study, the researcher adopted the survey research design, using the questionnaire for data gathering. Following the analysis of data and discussion of findings, this chapter concerns itself with the summary, conclusion and recommendations for adoption.

**5.2 Summary of findings**

The findings among others showed that:

1. Majority of the respondents in Enugu metropolis pay attention to photographs in newspapers.
2. Readers have different reactions to pictures that are displayed on Nigerian newspapers.
3. Pictures are important to newspaper readers because the use of photographs on newspapers helps to get the reaction that readers feel about it.
4. People are attracted to photographs on newspapers pages. More so, the introduction of professional journalism has made the face of newspaper today a standard one.

**5.3 Conclusion**

 The findings of this study demonstrates that photographs communicate more than one thousand words and therefore play a crucial role in drawing the attention of readers to the most prominent news. Furthermore, pictures do have a strong influence on photojournalism, and readers in Enugu East have proven to understand news more coherently when photographs are used to deduce the message.

**5.4 Recommendations**

A research work involves an investigation geared towards increasing knowledge and providing ideas to solve problems. From this fact, coupled with an enthusiastic desire to ensure confirmatory evidence on this study, it is therefore deemed fit to make recommendations as follows:

1. Visual images on newspapers must be reflective of the message it tends to pass to its numerous readers. A photograph on a newspaper page must connote the same message with the write-up that explains it.
2. The Nigerian Press Council (NPC) must ensure that obstacles to the flow of information are investigated; ethical and professional standards in the media must be upheld.
3. For the sake of professionalism, certain standard of learning and expectations must be met to be qualified as photojournalist.

**5.5 Suggestion for further studies**

The researcher suggests that further studies should be carried out on professional and ethical standards in the media.

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