

A Comparative study of visual content on front pages of The Times of India, Chandigarh Edition in the year 2001 & 2011

Pradeep Tiwari

Abstract

This study examines change in visual appeal of front pages of The Times of India, Chandigarh edition in the year 2001 and 2011. One of the major changes that happened was the size of the newspaper. It got reduced by 18.51% in 2011 as compared to 2001. In the same manner, number of visuals were reduced by 27.72% in 2011 as in 2001, 386 visuals were published in 2011 whereas in 2001 only 279 visuals were published. 17.32% area of newspaper was used for the visuals in 2001 whereas only 13.46% area in 2011 was given to visuals.

In 2011, majority of the visuals i.e. 95.3% were without byline whereas in 2001 only 64.8% were without byline. In 2001, the newspaper used 14.2% visuals from agencies whereas only one agency visual was used in 2011. The author found that the use of info graphic visuals and cut outs were increased by 21.9% and 23.7% respectively in 2011. Only 2.3% cut out were used in 2001. In 2001 maximum 35.8% vertical visuals were used and 29.4% in 2011. 63% national visuals were published in 2001 and 60.2% visuals in 2011. International visuals were increased in 2011. 25.1% international visuals were published in 2011 as compared to 15.8% in 2001. Use of local visuals were reduced in 2011 as against 2001. I found 15.3% visuals with local interest in 2001 and 3.2% in 2011 were published. **Trend of one column visuals increased exponentially.** 48% visuals with one column were used in 2011. The trend of using political photos on front page got changed in 2011. Use of political and business visuals were reduced in 2011. Use of Government, sports and men visuals were increased in 2011.

Key words : Times of India, TOI, Photojournalism, front page visuals, and visuals study.

Introduction

Visuals are important to every newspaper. We all know that a good photograph is worth thousand words. The use of photographs in newspapers not only makes news, article and features more interesting and memorable but also helps in understanding them in an easy way.

In this age of information technology, visuals have taken the centre stage and today print media largely depends on them to give a more appealing look. Not only this, now visuals are used with the vital info of the story and this has resulted in origin of a new concept in print media called Info graphics. Be it any big news — election stories, mishap stories or sports stories — info graphics along with big visuals are used by newspapers and magazines to attract readers and it has been accepted widely by the readers too.

There was a time when most of the newspapers/magazines in India had static visuals merely to fill space. Visuals in those days did not hold any significance but were placed with the news stories, features and articles as rituals. Readers also

were interested only in the writing content and never bothered to know the importance of their placement. With the advent of electronic media, visuals and info graphics became important. The look of the newspapers from then and now has undergone a sea change. Boring and flat pages of newspapers have brightened and glamorised with visuals. The action visuals and info graphics, presently in vogue, tell volumes about the event to the reader before they actually read the story.

My study is basically focused on the analysis of visuals carried by The Times of India, Chandigarh edition on Page 1 during the first week of first six months of 2001 and 2011. I have studied the changes of front page visuals in one decade in The Times of India, Chandigarh edition. The major changes on Page 1 in one decade in Front page of Times of India have been explicitly analysed.

Objective of the Study

The objective of this study is to research the typology, nature, placement and quantity of visual content in 2001 and 2011 in the front page of Times of

India, Chandigarh edition.

Research questions

- How much area was given to visuals in 2001 and 2011?
- Which kind of visuals used on front page in 2001 and 2011?
- What were the gender representation in 2001 and 2011?
- What position was given to maximum visuals?
- How many visuals were local, regional, national and International?
- What kind of shape of visuals used in 2001 and 2011?
- What were the sizes of visuals in 2001 and 2011?
- What were the sources of visuals?
- How many visuals were having captions in 2001 and 2011?

Literature Review

The front-page is a very important page for each newspaper. Front page is a major selling point of each newspaper and it attracts the readers to buy the newspaper and visuals create interest to read newspaper.

This study of **Jennifer Ehidiemen** is about the News pictures in Nigerian Newspapers on front-page. The Guardian newspaper and the Punch newspaper were used for the study. Publication of June 2007 were used for this study. The content analysis method was applied in this research. They have used simple random sampling method of 15 editions of these newspapers were selected. The photos was studied on the basis of News worthiness, space allocation, the pattern and diverse trend of coverage.

Findings of this research showed that Nigerian Newspapers need to improve on the use of News pictures, especially the front-page photographs for the better communication of news worthy messages effectively.

Research on the front-page newspaper photographs was done to identify changes in photography in selected major American daily newspapers over a period of 40 years (1936-76). The content analysis revealed an expected technical and social evolution in the newsroom, pressroom and darkroom.

Six newspapers were studied: The Chicago Tribune, The Los Angeles Times, The New York Times, The Philadelphia Inquirer, The St. Louis Post Dispatch, and the Washington Post. They were selected on the basis of their national prominence and their availability in microfilm files. Each newspaper was analyzed for a week each month for three years 1936, 1956 and 1976. The analyses were limited to photos on Page 1. Each photograph was examined in terms of size, subject, source, location on page; racial and sex composition, and whether accompanied by an article. The survey years were selected to represent equal intervals for what seemed a long enough period to clearly observe change (**Dale, 1981**).

There was also an increase in the photos by newspapers staffers. The placement of photos on the page was studied and was noted that editors maintained considerable placement flexibility throughout the period. An increase in the use of the photos used alone was also noticed. The study for sex composition revealed that the use of male-only photos decreased during the survey period **Sengletary, Michael W. (1982)**

Paula Hoffman-Hall, University of Nebraska-Omaha (2004) , studied the visual agenda of Times and Newsweek after the terrorist attacks of September 11,2001, presented by media sources, Time and Newsweek magazine. Photographs immediately following the attack, six months later, one year later, and eighteen-months later, were observed in this study. The research produced a total of 493 photographs. Images were coded for the primary subject, portrayal, perspective, topic, and location. Cross tabs and Chi-square tests were run, and the data collected was used to answer the central research question and sub-questions developed with the assistance of past research. Significant differences in the visual agenda between Time and Newsweek magazine were found for subject, perspective and topic. Similarities were found in the presentation of the local and portrayal of the primary subject. Significant differences were found for all dependent variables from the results of the test which examined the data over time. The research unfolded a story told from news photographs, capturing a horrifying event that the American people will not forget.

Shaun Kohn of University of Oregon studied Men vs. Women in newspapers sports section photographs under the supervision of Kim Sheehan in 2000. This study examines photographs of males and females in newspaper sports sections. A content analysis of sports section photographs from four newspapers covering a 20-year span, starting in 1978, found that gatekeepers attached more salience to male athletes, and presented female athletes in a higher percentage of photos indicating dominance, indicating being dominated, and indicating emotion, when compared to males. Additionally, it was found that the presence of female athletes is increasing in the sports section, though there is still a large gender gap in 1998.

A Comparative Study of Photojournalism in American and Korean Newspapers conducted by the Yung Soo Kim and James D. Kelly, Southern Illinois. The content of 628 news and feature photographs in ten elite American and Korean newspapers was analyzed for differences in composition, subject number, and subject identification. The Korean approach to photojournalism was purely descriptive while the American approach was more interpretative. Koreans presented far more news, emphasized the group, and maintained a consistent composition. Americans ran more features, emphasized the individual and varied composition. Differences were explained by culture, normative protocols, and differing media philosophies. (2005).

Luebke, Barbara F, University of Hartford in 1989 A study of Images of Women and Men in Newspaper Photographs done by them. For this study 184 issues of the four Connecticut newspapers studied yielded 8960 representations of men and women Photographs. These photographs coded for page placement and the roles portrayed by each individual. This study revealed that men photographs were maximum used in these papers than women.

Research Methodology

For this study, method of qualitative and quantitative content analysis was adopted to examine the visuals published on front page of Times of India, Chandigarh Edition in the 1st week of each starting six month of 2001 and 2011.

Content analysis is a research technique for objective, systematic, and quantitative description of the manifest content of communication. In fact, quantitative content analysis is an important tool for studying what is actually in the media. It borrows much from the survey research.

Visuals of the Times of India (2001 and 2011) on Page one examined in terms of shape, category of visuals, size of visuals, gender of visuals, inset visuals, headline visuals and source of the visuals, position of visuals in the front page, without caption or with caption. How much space was given to visuals?

Data Analysis

I have studied front- page visuals of 1st week of every month in the first six months of The Times of India, Chandigarh edition. The total numbers of visuals were 386 in 2001 and 279 visuals were published in the 2011. Based on my study, the statistical data percentage wise is defined in. The tables have been elaborated and explained.

Table Number 1

Year	Total Area in cm	Area for Visuals in cm	Total Photos
2001	88452	15320 (17.32%)	386
2011	72072	9707.32 (13.46%)	279
Reduced size 2011	16380 (18.51%)	5581(7.74%)	107(27.72%)

Total area of the Visuals in 2001 and 2011 in The Times of India, Chandigarh Edition

As per the study, the total area during the 1st week of every month in the first six months of The Times of India, Chandigarh edition was 88452 Sq cm and 72072 Sq cm in 2001 and 2011 respectively. The newspaper size was reduced by 16380 Sq cm in the above said period. 17.32% space was given to visuals in 2001 as against 13.46% in 2011 after the reduction of the newspaper space by 18.51%. 27.72% visuals were less used in 2011 in comparison to visuals used in 2001.

Table Number 2

Year	Not Given	AP	AFP	Own Staff	PTI	Library	Total
2001	250 64.8%	34 8.8%	17 4.4%	79 20.5%	4 0.6%	2 0.5%	386 58%
2011	266 95.3%	1 0.4%	0 0%	12 4.3%	0 0%	0 0%	279 42%

Source of Visuals in 2001 and 2011 in The Times of India, Chandigarh Edition

As table 2 demonstrates, The Times of India 2011, Chandigarh Edition had published 95.3% visuals without the source name, whereas in 2001 they have published 64.8% visuals without the byline. The Table clearly shows 30.5% decline in byline as compare to 2001. A major change was found in The Times of India 2011, Chandigarh Edition that they had published only 4.7% visuals by the agencies. They used only .4% by the AP. While in 2001 agencies share was 13.8% and 8.8% from the AP, 4.4% by the AFP and only .6% from PTI. The data also shows the decline of 16.2% visuals by their own staff in 2011. As 4.3% visuals were used by the own staff in 2011 whereas in 2001 The Times of India used 20.5% visuals by their own staff. In 2011, The Times of India had not used any visuals by the Library but in 2001 they published .5% from the library.

Table Number 3

Year	Horiz	Verti	Square	cartoon	cutout	Graphics	Circle	Info Graphics	Sketch illust	Map
2001	72 18.7%	138 35.8%	0 0%	39 9.1%	9 2.3%	65 16.8%	0 0%	60 15.5%	2 0.5%	1 0.3%
2011	51 18.3%	82 29.4%	4 1.4%	3 .4%	66 23.7%	5 1.9%	1 0.4%	61 21.9%	5 1.8%	1 0.4%

Shape of visuals in 2001 and 2011 in the Times of India, Chandigarh Edition

The table explains that the use of cutouts were increased by 57% and use of graphics was reduced by 60% in 2011, The Times of India, Chandigarh Edition. Vertical visuals were used to the maximum in the 2001 (35.8%) and 2011 (29.4%) but in 2001 they used 6.4% visuals more than 2011. Horizontal visuals were .4% more in 2001 as compared to 2011. In 2011 they used 1.4% square visuals whereas in 2001 they have not used square visuals. Use of cartoon was reduced by 8.7% in 2011 as in 2001 they have used 9.1% cartoon whereas in 2011 they have used only .4% cartoons. In 2011 they have used 23.7% cutout where as in 2001 they have used only 2.3% cutout. In 2001 they used 16.8% graphics but in 2011 they have only used 1.9% graphics. Only .4% visuals were circle in 2001 and no circle visuals was used in 2011. The use of info graphics was increased 6.4% in 2011 at this period they used 21.9% whereas 15.5% in 2001. Use of sketch was also increased as in 2011 as in 2001 they used only .5% but in 2011 they used 1.8%. Usage of map was the same.

Table Number 4

Year	With Caption	Without Caption
2001	203 (52.6%)	183 (47.4%)
2011	144 (51.6%)	135 (48%)

Caption or without Caption visuals on front page of 2001 and 2011 in the Times of India, Chandigarh Edition

A caption gives additional information about the visual. In 2001 The Times of India used 52.6% visuals with the caption and 47.4% were without caption. And in 2011 they used 51.6% visuals without caption and in 2011 48% visuals were with caption.

Table Number 5

Year	Men	Women	Other	Animal/Birds
2001	122 (31.6%)	35 (9.1%)	228 (59.1%)	1 (.3%)
2011	191 (68.5%)	23 (8.2%)	64 (22.9%)	1(.4%)

Men, Women and others visuals on front page of 2001 and 2011 in the Times of India, Chandigarh Edition

From the above table, a huge disparity is seen in the 2011 in this period The Times of India used maximum men visuals 68.5% as compared to 2001 visuals 31.6% . Only 9.1% women visuals were used in the 2001 and at 2011 it was reduced to 8.2% . Quantities of other visuals were very high in 2001 59.1% and 22.9% in 2011. .3% and .4% space was given to animals in the 2001 and 2011.

Table Number 6

Year	Local	Regional	National	Inter National
2001	59 (15.3%)	23 (5.7%)	243 (63.2%)	61 (15.8%)
2011	9 (3.2%)	32 (11.5%)	168 (60.2%)	70 (25.1%)

Places of visuals on front page of 2001 and 2011 in the Times of India, Chandigarh Edition

As table 6 shows, The Times of India 2011 and 2001, Chandigarh Edition had published .maximum visuals of national. They have published 63.2% national visuals in 2001 and 60.2% in 2001. In 2011 they have reduced the 13.1% local visuals and increased the 9.3% international visuals. In 2001 they used 15.3% local visuals and 15.8% international visuals where as they have used 3.2% local visuals and 25.1% international visuals in 2001. In 2011 they have also increased 5.8% regional visuals.

Table Number 7

Year	Half	One	Two	Three	Four	Five	One and half	Six
2001	134 34.7%	167 43.3%	41 10.6%	32 8.3%	1 0.3%	1 0.3%	9 2.3%	1 0.3%
2011	66 23.7%	134 48%	32 11.5%	13 4.7%	5 1.8%	1 0.4%	27 9.7%	1 0.4%

Size of visuals on front page of 2001 and 2011 in the Times of India, Chandigarh Edition

In this study maximum visuals were one column 43.3% in the year 2001 and 48% in 2011. The Times of India , Chandigarh Edition have reduced the use of half column visuals in 2011 as they only published 23.7% whereas in 2001 they used 34.7% visuals. In 2011 usage of two column visuals was 11.5% slightly increased have been seen as compare to 2001 (10.6%) . In 2001 usage of three column was 8.3% it was much higher only 4.7% were three column visuals in 2011. He Both the years five and six column visuals were .1% . In 2011 they used 1.8% four column visuals where as in 2001 only .3% visuals. Usage of one and half column visuals was much higher in 2011 as compare to 2001. 9.7% one and half column visuals were used in 2011 and only 2.3% used in 2001.

Table Number 8

Position of Visuals	2001	2011
1st Lead	48 12.4%	44 15.8%
2nd Lead	5 1.3%	9 3.2%
Middle	27 7%	14 5%
Anchor	11 2.8%	19 6.8%

Supporting	276 71.5%	114 40.9%
Right Ear Panel	1 0.3%	6 2.2%
Left ear Panel	1 0.3%	7 1.1%
Upper Head	0 0%	2 0.7%
Under masthead	15 3.9%	41 14.7%
Highlight Visuals	2 0.5%	23 8.2%

Visuals position on front page of 2001 and 2011 in the Times of India, Chandigarh Edition

In this study 276 out of 386 were only supporting visuals in 2001(71.5%) and in 2011 supporting visuals were reduced to only 40.9% , 114 visuals out of 279. Supporting visuals usage was much higher in 2001. In 2001 first lead and second visuals was 12.4%, 1.3% and in 2011 it was 15.8% and 3.2%. Usage of visuals in middle was 7% in 2001 and 5% in 2011. In 2001 they have used 2.8% visuals as the anchor and 6.8% in 2011. In 2011 use of right ear and left year visuals was increased during that period by 2.2%, 1.1% were used where as .3% were used in 2001. Visuals position on the upper head, under masthead and highlight visuals increased in 2001 as .7%,14.7%and 8.2% were used in 2011 whereas in 2001 only 0%,3.9%and 8.2% placement was on the above position.

Table Number 9

Category of Visuals	2001	2011
Political	72 (18.7%)	27 (9.7%)
Sports	10 (2.6%)	64 (22.9%)
Entertainment	16 (3.9%)	15 (5%)
Science	3 (.8%)	7 (2.5%)
Health	11 (2.8%)	5 (1.8%)
Government	14 (3.6%)	24 (8.6%)
Education	3 (1%)	6 (2.5%)
Environment	57 (14.8%)	2 (.7%)
Festivals	2 (.5%)	0 (.0%)
Religion	11 (2.8%)	4 (1.4%)
Police	17 (4.4%)	45 (16.1%)
Defense	8 (2.1%)	3 (1.1%)
Business	69 (17.9%)	12 (4.3%)
Problems	64 (16.6%)	19 (6.8%)
Accident	1 (.3%)	3 (1.1%)
Art	3 (.8%)	4 (1.4%)
Agriculture	2 (.5%)	4 (1.4%)
Social	22 (5.7%)	32 (11.5%)
Own News Paper	1 (.3%)	3 (1.1%)

Category of visuals on front page of 2001 and 2011 in the Times of India, Chandigarh Edition.

In this study we have found that usage of political visuals was much higher in 2001, 72 visuals out of 386 were political visuals 18.7% whereas in 2011 only 27 visuals out of 279 (9.7%) . In 2001 business visuals share

was 12.2%, compared to 4.7% in 2011. Usage of sports visuals was much higher in 2011 (22.9%) as compared to 2001 (2.6%). Entertainment visuals were 3.9% in 2001 and 5% in 2011 and Science and technology related visuals were .8% in 2001 and 2.5% in 2011. Usage of government related visuals were increased in 2011 (8.6%) as compared to 2001 (3.6%). In 2001 health related visuals were 2.8% and in 2011 it was only 1.8%. Environment related visuals were much higher in 2001 (14.8%) whereas only .7% visuals were published in 2011. No festival visual used in 2011 as compare to 2001(.5%). Religion related visuals were 2.8% in 2001 and 1.4% in 2011. Police and crime related visuals were much higher in 2011 (16.1%) and 4.4% in 2001. Usage of problems related visuals were reduced in 2011 (6.8%) as compared to 2001(16.6%) .Placement of defence related visuals were also reduced as in 2001 they have used 2.1% and in 2011 only 1.1%. Agriculture and art related visuals were also very less in both the studied year only .5% and .8% in 2001 and 1.4% and 1.4% in 2011. Usage of social visuals was increased in 2011(11.5%) as compared to 2001 (5.7%). Education and own organization related visuals was also very less in 2001 only .8% and .3% and in 2011 2.2% and 1.1% was found in the study.

Key findings

One of the major changes that happened was the size of the newspaper was reduced by 18.51% in 2011 as compare to 2001. In the same manner, number of visuals were reduced by 27.72% in 2011 as in 2001, 386 visuals were published whereas in 2001 only 279 visuals were published..

In 2011, majority of the visuals 95.3% were without byline whereas in 2001 only 64.8% were without byline and usage of agency visuals was reduced in 2011. Own staff visuals reduced in 2011. The use of info graphic visuals and cut out were increased by 21.9% and 23.7% respectively in 2011. Use of local visuals was reduced in 2011. Trend of one column visuals increased exponentially 48% visuals with one column were used in 2011.

The trend of using political photos on front page got changed in 2011. Use of Government photos and sports visuals were increased in 2011. In this year, 8.6% government and 22.9% Sports visuals were used. Use of men visuals were increased in 2011 by 68.5% whereas only 31.6% men visuals were published in 2001. Use of half column picture reduced

in 2011 where as one and half column visuals use was increased. Use of highlight visuals were increased 7.7% in 2011. Growth of the under masthead visuals were also found in 2011.

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