**THE INFLUENCE OF COVER DESIGN GRAPHICS ON NEWSPAPER READERSHIP AMONG UYO RESIDENTS**

**CHAPTER ONE**

**1.0 INTRODUCTION**

**1.1BACKGROUND OF THE STUDY**

Man’s first attempt at communication was probably a combination of facial expression, physical postures and gestures. To be able to externalize their feelings and needs, people first used such primitive forms and models as (i) Idiophone or self sending media instrument like wooden drum, bells and gongs (ii) Membrenophone or vibrated media instrument which include all classes of skin drum (iii) Others are symbolography or sign and symbol writing like the NSIBIDI (secret writing among cultic groups in the eastern Nigeria) or convey human thought and expression (Omu, 1978:2)

When the value of writing became apparent people started writing first on stone and clay tablets. It graduated to papyrus and parchment scrolls. The advent of paper, the modern alphabet and the invention of immovable type printing in the Late 1440’s was a great step in the spreading of written communication. As time went on there were books, magazines and newspaper as organs of early mass communication.

Designs are made to assist the reade4r to grasp the message. A good design is not that which uses the boxes, colours and fancy typography, but that which impels the readers to take notice and wish to read. Obviously the style of presentation must be related to the newspaper format as well as the content. The layout and design of a newspaper is completely different from that of magazine.

To achieve quality design in newspaper production, contrast, harmony and rhythm must be properly used. The readers are properly the major factor in determining what is communicated, therefore to obtain a favorable response from those in control of the business must influence or find out the masses want to see and admire. It is documented that the main purpose of newspaper design is of course to improve communication to get more people to read more of the newspaper (Moen, 1984).

Newspaper is an important part of communication such as Punch, the Guardian and Vanguard help to inform, educate and entertain their readers.

**HISTORY OF PUNCH NEWSPAPER**

The Punch newspaper stated as Sunday publication on March, 1973 as a weekly newspaper on Sunday June 3rd, 1984 with motto “towards a better life for the people”.

The Punch newspaper was founded by two friends James Aboderin, an accountant and Sam Amuka, a columnist and editor, then serving with the Daily time of Nigeria, with the Slogan “Conscience nurtured by truth, published by Ajibola Ogunsola. Sam Amuka became the first editor of the Sunday punch.

**HISTORY OF VANGUARD NEWSPAPER**

Vanguard newspaper is a newspaper published by Vanguard media, based in Lagos, Nigeria. Vanguardnewspaper media was established in 1983 by Veteran journalist Sam Amuka – Pemu, with slogan “Toward a better life for the people”.

In 1990, the paper was briefly suspended by Col. Raji Rasak, military Governor of Lagos State.

Over the years of the paper’s existence, five editors have overseen its Daily editorial matters, these editors are:

1. Mr. Muyiwa Adetiba 1984 – 1985

2. Mr. Akitoye Akiode 1985 -1991

3. Mr. Frank Aigbogum 1991 – 1998

4. Mr. Gbenga Adefaya 1998 – 2008

5. Mr. Mideno Babagbon 2008 till date.

**HISTORY OF GUARDIAN NEWSPAPER**

The Guardian newspaper as an independent daily newspaper published by Guardian newspaper limited and was founded Mill – Owners in 1821 in reaction of the closure of the radical worker’s newspaper Manchesters. Guardian, until 1959 it forms part of a media group with international and online off shorts.

Guardian newspaper was established 1983 by the entrepreneur Alex Ibru, assisted by Stanley Macebuh a top journalist with the Daily Times Newspaper.

The paper was first published on February 20, 1983 s a weekly, appearing on Sunday. In the early 1980’s, the Guardian had a long – running campaign against the use of traditional chieftaincy for Nigerians to be addressed simply as “Mr. and Mrs.”

**1.2 STATEMENT OF THE PROBLEM**

The proliferation of newspapers and their disappearance has doted human history whenever there has been a choice of newspaper option to the reader the disappearance has been more severe. The reasons for such spread could be among others, are political or socio-cultural conflict and the physical and psychological appeal of the paper.

Studies have shown that it is not uncommon that papers carrying the same headiness are unequally attended to. More succinctly, it has been documented that readership market is largely underscored by the design, layout, format of the paper (Mann, 1974:72), so too have been the place of typeface, display and make- up styles adopted (Baskette, Sissors 1977. Akinfeleye, 1987).

But in spite of these submission, it is generally observed, that some newspaper carrying the same headlines are ignored in preference to other, (Wainwright, 1982). Such a phenomenon motivated the researcher to ponder whether or not newspaper readers in Uyo are influenced by the cover design graphics of the newspaper.

**1.3 OBJECTIVE OF THE STUDY**

1. To ascertain if typeface, size and shape can influence reader’s preference.

2. To find out, whether the display and size of photographs influence reader’s preference.

3. To find out, whether make -up can influence readers.

4. To ascertain if headline display can influence readers.

5. To find out whether the use of quality entertainment artwork influence readers.

6. To find out whether the use of colour can influence the readers.

**1.4 RESEARCH QUESTION**

Given the foregoing premise, the following questions were raised:

1. Does size and shape and typeface influence reading of s particular newspaper?

2. Does display and size of photograph influence newspaper readership?

3. Does the make-up of a page influence reader’s preference of newspaper?

4. Does the use of quality cartoons and other entertainment graphics on the front page influence readers preference of a newspaper?

5. Does readers prefer newspapers which use colour more than those which do not?

**1.5 SCOPE OF THE STUDY**

This study basically focuses on cove5r design graphics of newspaper readership among Uyo residents with particular reference to the Punch, Vanguard and Guardian Newspapers.

**1.6 SIGNIFICANCE OF THE STUDY**

This study will provide a design blue print for the would be publisher interest in arresting and holding his readership market and perhaps expanding it.

It is hoped importantly, that it would give any could – be a researcher, student or teacher an inspiring insight into the nature of newspaper design and as a basic for further studies on the subject.

The study is hoped to bring knowledge of good cover design graphics to newspaper readers.

This research work intends to add to the existing knowledge regarding the performance of Punch, Vanguard and Guardian Newspapers.

**1.7 LIMITATION OF THE STUDY**

This study was limited to residents of Uyo Municipality, and on the following newspaper namely: Punch, Vanguard and Guardian.

For the most part, data in the study will come from some staff and students of the University of Uyo, Ministry of Information, Akwa Ibom State Broadcasting Cooperation and business community. Using these instruction and organization does not necessarily mean they form the bulk of newspaper readers. However, the literacy level and state of critical minds inherent therein where considered high enough for the purpose of the study.

**1.8 DEFINITION OF TERMS**

**Newspaper:**

A printed medium that provides diversified information on current events: opinions and commentary on vents and entertainment. It is often issued on a daily or weekly basic and is available at an affordable price

**Graphics:**

Information transferred by miens of visual imagery. It is the art of science of drawing, especially mechanical drawing. Graphic used to enable learners to see and hear, look and listen more carefully and discriminatingly with greater comprehension.

**Design:** The general arrangement of planning ( of a book, picture … etc)… “Pattern, arrangement of line, shape, details etc”. Aundy K. Horn by, 1979.

As used here, design is the use of typeface on the artistic arrangement of stories, photographs and pictures, advertisement, cartoons and drawing on the page in the manner that “impels the reader to take notice and read” (Mann 1974: 72)

Under design there is a make –up and layout.

**Make – up:**

The arrangement of stories, picture, adverts, cartoons, comics and other art work on the page to achieve balance, contrasts, unity, rhythm, proportion and harmony.

**Layout:**

Diagram of a page ruled into columns indicating where stories and advertisement will be placed on the page; arrangement of pictures on the picture page.

**Readership:**

The total mass of individuals actually reading or estimated to read a newspaper, a particular class of readers distinguished from circulation.

**Uyo Residents:**

The total number of people living in Uyo Municipality.