**PHOTOGRAPHY AND NEWSPAPER READERSHIP**

**(A SURVEY OF UYO METROPOLIS)**

**ABSTRACT**

The overriding aim of every newspaper outfit is to sustain continued readership through information gathering. Processing and dissemination. The proliferation of newspaper organization has resulted in a cut throat competition. Where competition is keen, the readers are invariable faced with choice, it therefore becomes s imperative for readers to comprehend the propellants to newspaper readerships. A survey method was used. While 200 respondents were randomly selected. The data were analyzed using simple percentages and tables. among the findings arrived were: readers are sensitive to news stories, this manner of pictorial presentation and relevance to human interest; nature and method of pictures placement compel readers to such stories, and photographs enhance proper understanding of stories. Consequently, the researcher opines that picture are capable of making stories memorable and attractive should be the passion of the newspaper outfit.

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**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background of the Study**

The relative relevance of photography in ensuring massive patronage of a newspaper medium cannot be easily calibrated. The practice of modern journalism, it has been accorded a favorable seat as an aftermath of its immense contributing in promoting better understanding of a news release as well as its attention catching potential.

Extensive communication both verbally and emotionally have equally been ameliorated through picture representation D. Ekoh (2000). People are easily captivated with what they visualize and read.

Akan E. (1998) posited that photography in modern journalist have made the duty of journalism more educative, simple and accommodating this follows from the fact that both their hearing and the visual aspect of comprehension at being taken care of. “Photography aims at sharing durable meaning and ensuring substantive communication.

Understanding photography is accompanied with two dominator and graph. The former means light while the letter denotes writing” Bodija E. (1992).

Arising from the perception of Bodija, E. (1992) photography encapsulates writing with light, therefore photography is the process or techniques of producing images that mirror reality, photography is a language, it is never a reality but a news reality.

The readership rare of a particular newspaper is directly proportional to its aesthetic condition via photography E. Evelyn (1991). Every photograph is really giving a report of something while it gives aesthetic and creative stimulation for the reader and viewer of photographs a picture is worth a thousand words.

Photojournalism expounds the process of employing photographs in news reporting. It is the process whereby the reporter reports event with is/her camera. In a nutshell, a photojournalism is photo reporting the photojournalist used his/her camera to take pictures that communicate. My emphasis here is no communicating pictures that is to say that something pictures that can be read and understood.

The concept of photo reporting have over the primitive dispensation treated with levity, but nevertheless, its relative significance seems to outweigh its negative perceptive E. Dan (1993).

Considering the existing kind of photography, a photojournalist is wholly concerned with the presentation of images that mirror reality. This is usually evident in the studio, thus giving rise to studio photography. It is agreed in name on the people are usually captivated with what they visualize vis-à-vis what they hear, hence, photography plays a very crucial role in the enhancement of newspapers patronage. This complements the stipulation of Amuka A. (2001). That the audience of a newspaper medium is extremely sensitive anticipating, ameliorating aesthetics coupled with programmatically accuracies.

Consequently, photography impacts effective photo-reporting and instilling skills as well as contributing to the importance of visual communication in modern journalism. The audience of the print media newspaper, magazines journals are composed of elites with educational process and intellectual ability as sinequanons for its enjoyment, as such as journalist must complement his news stories with pictures in order to facilitate wider readership other than its limitation to the scholars.

**1.2 Statement of the Problem**

Over the years, photo-reporting have been reduced to an unfavorable seat in the economy. This was as an aftermath of its interpretation. Therefore, this study is wholly woven around understanding why photographs are necessary in photo-reporting, its manner of presentation. etc .

Proponents ascertain that pictures do not only beautify a news paper medium but enhances the retention and comprehension of a news story; it is also assumed that it helps in maintaining familiarity with a medium and creating confidence in it. This research study therefore poses questions as how does newspaper medium present their pictures? Does it portray the aesthetics expectations? Does it facilitate wider readership among the residents of Uyo metropolis. This constitutes its intricacies.

**1.3 Scope of the Study**

The scope of this study expounds its area of focus which hangs on residents of Uyo metropolis with a keen interest o n how photographs affect the readership of newspapers.

**1.4 Objectives of the Study**

The objectives of this study are to:

1. find out whether pictures assist in making stories memorable and attractive;
2. assess whether newspapers with many pictorial representation sell faster than its contemporary;
3. assess whether stories with lucrative and brighter pictures cast enormous attention of the readers
4. find out whether readers remember picture while reading news stories and
5. assess whether poor presentation of pictures leads to non-patronage.

**1.5 Research Questions**

The research questions of this study are

1. Does pictures help in making stories memorable and attractive?
2. Does newspaper with many pictorial presentation sell faster than its contemporary?
3. Is it true that stories with lucrative and brighter pictures catch enormous attention of the readers?
4. Does readers remember pictures while reading news stories?
5. Is it true that poor presentation of picture can lead to non-patronage of such a medium

**1.6 Significance of the Study**

No study is without relative significant. This study is wholly centered on instructing the photojournalist, newspaper media on the concrete and reliable means of pictorial representation as a facilitate wider readership coupled with understanding the importance of pictures in photo-reporting.

It is also significance in portraying audience perception of photographic moods, appeals and presentation. To crown it all, this study would equally stimulate other researches on this subject.

**1.7 Definition of Terms**

**Photography**: This is the process of producing images that mirror reality Udo A. (1992).

**Photograph:** A picture obtained by using a camera and film sensitive to light Ekam A. (2000).

**Photo-journalism:** Photojournalist is the process whereby the reporter report with his/her camera. It is simply photo reporting Boda D. (2005).

**Newspaper:** This is set of large printed sheets of paper containing news, articles advertisements, etc, and it is been published daily or weekly to be sold to the public or targeted audience. (Oxford Advanced Learners Dictionary).

**Readership:** This is the number or type of people who read a particular newspaper or the position of the reader.

**Aesthetic:** Is the study or the sense of beauty especially inartistic work (Baka E. (1982)