



A STUDY ON NEWSPAPER READING PATTERNS BASED ON IMAGES AMONG YOUNG ADULTS

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Abstract: *The present study "Newspaper Reading Patterns Based on Images among Young Adults" is warranted to gain understanding of newspaper reading patterns among young adults, based on images, against the backdrop of English Daily newspapers. The major objectives of the study are to find out the importance of images in newspaper reading patterns of adults and to determine their relevance according to young adults. The questionnaire method was used for the study. Respondents included young adults between the age group of 16-24 from Hyderabad and Secunderabad, Telangana. The study revealed that most young adults thought images in newspapers are important and relevant.*

Key words - Images, Reading pattern, Newspaper, Young Adults, Visual Aids, Determine.

I. Introduction

Reading the newspaper is one of the best practices. It enables one to get more familiar with global affairs. We learn about the most recent events from a trustworthy source. In a similar manner, we gain insight into a variety of areas, such as politics, film, business, sports, and many more. By reading the newspaper, one is better educated, and therefore your outlook is broadened.

Importance of Images in Newspaper

There are many elements in a newspaper such as name of the newspaper, sections, headlines, graphics like images, illustrations etc. that makes it a newspaper. At first glance, readers are drawn into graphics, especially images. If a picture is compelling enough, the reader will pause to look at it, read the caption, and if they are still interested, they will read the article's title. If the article's introduction is intriguing enough, the reader will continue reading.

Particularly in journalism, images are one of the most effective ways of communication. An event, a person, or a nation may be summed up in a single image and a single image has the power to upend people more than countless printed pages ever could.

Newspapers and magazines therefore use images to deliver information or market goods and services. Invisible objects that are too little, too far away, or events that happen too quickly for the naked eye to notice can now be seen because of photography. In places that are too dangerous for humans, a camera can be utilized. Aesthetically pleasing works of art that investigate the human condition can also be created using photographs.

A study conducted on 'Usage of News pictures in Newspapers' stated that "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.

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."

Why Do We Need News Pictures?

There are three main reasons why newspapers need news pictures. To brighten the page- A page without a picture is just a slab of grey text. It looks boring and many people will not bother to read what is written on it. To tell the news- Not all stories will be ideal for pictures. Some will be told more easily in words than in pictures, while other stories may be told with one picture more easily and more clearly than in many words.

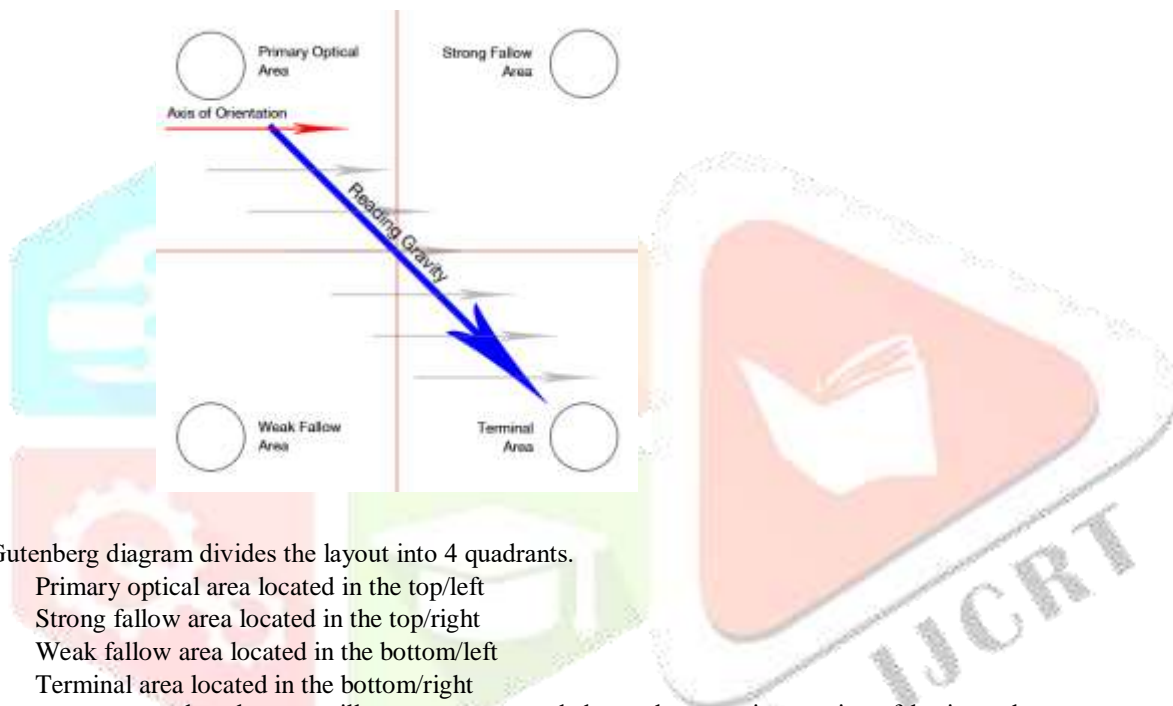
There is an old saying in English that "one picture is worth a thousand words". That can be true, but only if it is the kind of story which is suitable to be told by a picture, and only if it is a good picture. We shall look in a moment at what makes a good news picture. Pictures can sometimes tell the news just by themselves, with a caption to say who the people are and where the event is taking place. At other times, the picture may go with a story, to work as a team with the words. In either case, a news picture must always leave the reader knowing more than he did before. It must carry information.

To show what it looks like- Only a very gifted writer can use words in a way which lets the reader visualise exactly what a scene is like. Not every reporter can write as well as that. A picture can let the reader see what a person, or a place, or a building, or an event looks like.

The Standard Newspaper Reading Pattern

Steven Bradley, 2011, in his web design article stated that several layout patterns are often recommended to take advantage of how people scan or read through a design. 3 of the more common are the Gutenberg diagram, the z-pattern layout, and the f-pattern layout.

The Gutenberg diagram: The Gutenberg diagram describes a general pattern the eyes move through when looking at evenly distributed, homogenous information. The pattern applies to text-heavy content.



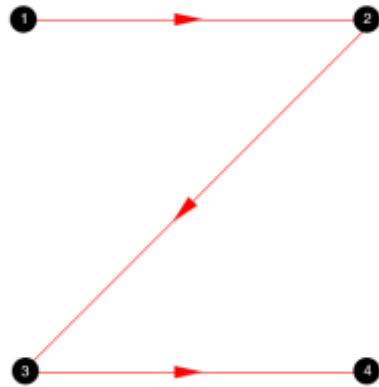
The Gutenberg diagram divides the layout into 4 quadrants.

- Primary optical area located in the top/left
- Strong fallow area located in the top/right
- Weak fallow area located in the bottom/left
- Terminal area located in the bottom/right

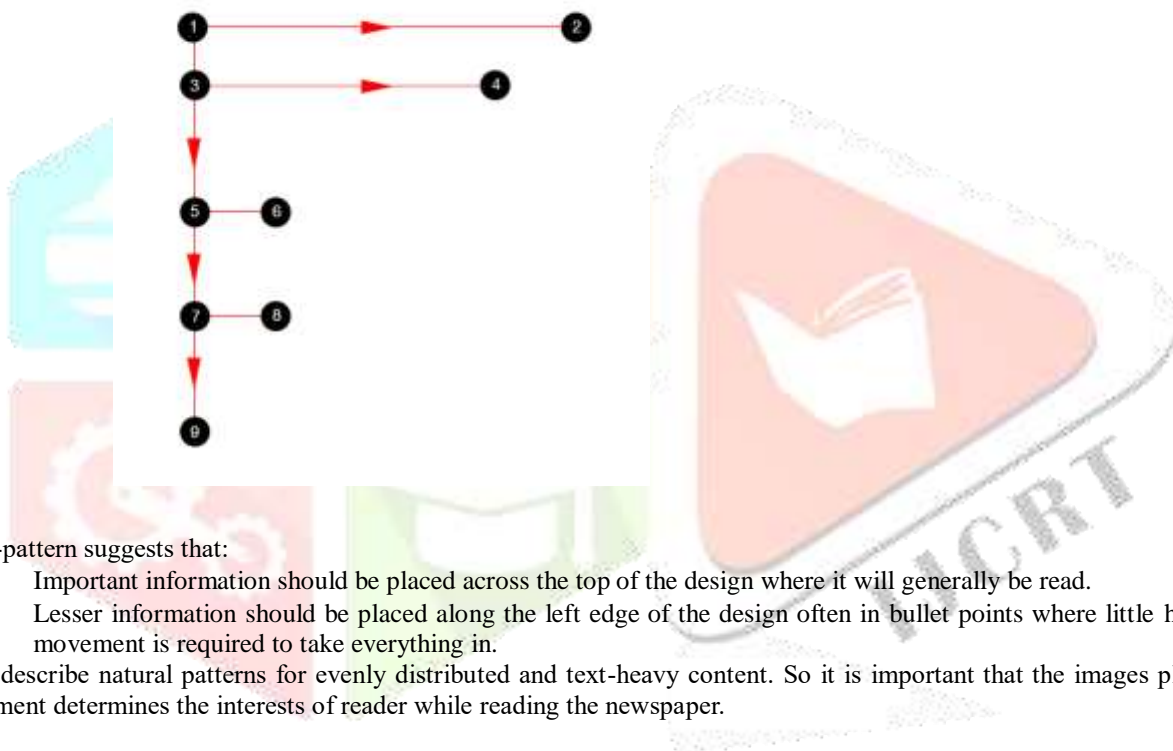
The pattern suggests that the eye will sweep across and down the page in a series of horizontal movements called axes of orientation. Each sweep starts a little further from the left edge and moves a little closer to the right edge. The overall movement is for the eye to travel from the primary area to the terminal area and this path is referred to as reading gravity.

Z-pattern layout: Readers will start in the top/left, move horizontally to the top/right and then diagonally to the bottom/right before finishing with another horizontal movement to the bottom/right. The z-pattern is sometimes called a reverse-s-pattern, which might indicate more of a curved path as opposed to the hard angled path.

The main difference with the Gutenberg diagram is that the z-pattern suggests viewers will pass through the two fallow areas. Otherwise, they still start and end in the same places and still pass through the middle.



F-pattern layout: The f- pattern follows the shape of the letter F. Additional sweeps move less and less to the right and for the most part after the second major sweep the eye sticks close to the left edge as it moves down.



The f-pattern suggests that:

- Important information should be placed across the top of the design where it will generally be read.
- Lesser information should be placed along the left edge of the design often in bullet points where little horizontal eye movement is required to take everything in.

They describe natural patterns for evenly distributed and text-heavy content. So it is important that the images placed and the placement determines the interests of reader while reading the newspaper.

Readers Impression Towards Photographs In Newspapers

The Public Wants To Spend More Time With Pictures Than Text, And The Immediacy And Availability Of photography makes that possible. Consumers want a photo with every story they read, but it can cause strong emotions since a photograph can tell an entire story.

Every newspaper house today uses pictures to either complement stories or stand to give news independently. This practice has given photojournalism a critical place in the print media of mass communication.

A study conducted on 'Readers perception of the use of photograph in reinforcement of newspaper message' in a Nigerian university showed result that "the place of photographs in journalism cannot be overemphasized as it could be said to be the only aspect of journalism that breaks the barrier of illiteracy. However, the act of reporting news with photographs needs to be professionally done so that the media house will not be found guilty of misinformation. A well-used picture in a newspaper can make the news. So also, a badly used picture can mar the whole story and the newspaper in general. "

In a newspaper, a picture is worth a thousand words. One need not have a formal education to comprehend an image. Therefore, pictures can successfully express a message despite literacy barriers.

What Makes A Strong News Picture?

A strong news picture has to be about the news. That is, it has to be about something which is new, unusual, interesting, significant and about people. To that extent, it is no different from a news story. However, news pictures also need three other qualities: Meaning every news picture must earn its space on the page. That means that it must tell the story clearly, without needing people to read the story first in order to understand what the picture is all about. In other words, every news picture must have meaning.

Life -To the photographer, a picture assignment may seem dull. It may just seem like yet another cheque presentation, or yet another graduation day, or yet another retirement. To the people involved in the story, though, each of these is a big event - the culmination of months of fund-raising, the fruit of years of study or the end of a lifetime's service. It is the news photographer's job to feel the same excitement which the people involved in the story feel, and to convey that through the picture to the readers. If the people being photographed look alive and involved in the subject of the photograph, then the photograph will have life.

Relevant context- A photograph of a man behind a desk tells us nothing, and no newspaper should ever publish such a picture. News pictures should always try to capture this context, the job which the person does, or the reason why they are in the news. If a schoolteacher is in the news because they have won a painting competition, then the relevant context would be the painting. A photograph of them teaching would not provide the correct context.

II Review of Literature**V. PUSHKAR, (2018) *Impact of photographs and its placements***

The purpose of the research is to examine how the positioning of images in newspapers affects readers. The title and pictures are the heavyweights since they draw attention more than any other component. This study aims to concentrate on the impact that photos have on newspaper readers. It also assesses the conditions of its deployment. Semiotics analysis, content analysis, and other qualitative methods are used to study newspaper photos. Both qualitative and quantitative methods are used in this investigation. The analysis is also based on in-depth interviews with seasoned and experienced print organisation members. The research has shown the facts that, prior to even carefully scanning pages, a reader would first notice the images. This is based on the analysis of the data gathered. The images are the first element that draws readers to an article across the board, regardless of gender. By breaking up the monotony of text arrangement and enhancing the reader's visual attractiveness, a well-placed photograph plays a crucial part in the text. In conclusion, readers are greatly affected visually by the photos. Its location and size are crucial for encouraging visitors to read the text and for creating a layout that is visually appealing.

DR. JEHANGIR BHARUCHA, International Journal of English and Education. (JANUARY, 2017) *An analysis of newspaper reading patterns among the youth*

This study examines the youth's newspaper reading behaviour in Mumbai, a large metropolitan area. 120 young people make up the sample size. The Times of India is the newspaper that young people in Mumbai read the most, according to the study's findings. They read a lot of the portions about world politics.

DR. RUPESH GAUR, ANJU SAINI, PARDEEP KUMAR, International Journal of Information Movement Vol.2 Issue X (February 2018) *Newspaper Reading Habit Among Students Of Degree Colleges In Haryana: A Study*

The study examines students' newspaper reading behaviours in Haryana's degree-granting institutions. The pupils each received a structured questionnaire. Data was collected on a variety of newspaper reading habits of college students from different colleges across the state, including time spent reading newspapers, newspaper sources, the sections of newspapers most frequently read, difficulties encountered when reading newspapers, etc. The results suggest that the majority of degree-seeking college students read newspapers regularly.

BUIKE OPARAUGO, Central Asian Journal of Social Sciences and History, (OCTOBER 2021) *Relevance of photograph in newspaper journalism*

In mass communication as a whole and specifically for newspaper/print journalism, photographs are crucial. By drawing and holding readers' attention, photographs on newspaper pages significantly increase public interest in current events and human interest stories.

The two main uses of these images are as supplements to news pieces and as advertising. Newspaper publications would be boring without photographs on the pages and unappealing. These images may be conscious, somewhat conscious, or candid. Several well-known Nigerians. The Vanguard, The Guardian, The Sun, This Day, The Punch, The Nation, etc. are examples of modern newspapers. In newspaper/print journalism, a photograph serves the important purpose of bridging the literacy gap by allowing you to visually communicate with those who are illiterate what they are unable to understand in written words. While a photograph in a newspaper draws attention, it also communicates and lends credibility since readers are more likely to accept tales that include photos as supporting evidence that the incident actually occurred as stated. Newspapers should use dominant images on their front pages to illustrate a news item that is also promoted on another page of the same edition.

AQSA IRAM SHAHZADI KHAN AND BILAL MAZHAR, Global Media Journal, (2017) *Effects Of Photojournalism On Reader's Exposure And Retention*

The selective retention and selective exposure hypotheses are the main topics of this work. This study also intends to demonstrate how important pictures are in the selection and recall of news content. Information is retained far better when the images are tied to the news story's content. Information retention for pictures that aren't related to the text is mediocre.

Additionally, readers only retain a little quantity of information when reading text-only news.

By using an experimental research methodology on students at Bahauddin Zakariya University in Multan, the study develops the selective exposure and selective retention hypotheses. A study also demonstrates the importance of graphics in choosing which news story to read first. Images in news stories have a greater probability of being chosen for first exposure. While image size is

a crucial consideration when choosing a news item. Images in news that are larger in size are chosen first for exposure, whereas images that are smaller in size have a lower likelihood of being chosen first. 150 participants were chosen from the population for this study. The hypotheses of selective retention and selective exposure are strongly supported by the data.

DR. MUHAMMAD ZIAULHAQ MAMUN AND REZWANUL HUQUE KHAN (April, 2011) *Factors In The Study Of Newspaper Reading Behavior: Dhaka City Perspective*

The quality of information is ranked as the most significant factor by respondents in the newspaper reading habit survey, followed by text quality, moral standards, and brand value. More specifically, factual exaggeration, linguistic tone and implications, practicality, verifiability, practicality, political bias, and unwanted hypes are key factors that influence reading behaviour. The study found that the majority of readers read the newspaper every day. It demonstrates that regular readership rises with age, and the bulk of weekend readers are in their early to mid-middle years. It is reported that men read newspapers at a higher rate than women. According to this study, the most frequent newspaper readers in Bangladesh are senior management professionals, government workers, and businesspeople. It also demonstrates how many pupils were discovered to be regular newspaper readers. According to the study, door-to-door delivery is the preferred method of distribution for newspaper readers in Bangladesh. According to the survey, there is no connection between income and newspaper reading habits.

According to the study, sports and business news are read by fewer people in Bangladesh than headlines and national issues. For the international section, there aren't many readers. Additionally, it demonstrates that the culture and lifestyle section has a sizable audience, primarily made up of women. According to the report, younger readers tend to choose sports and cultural news while somewhat older readers are drawn to news on national and international affairs and business.

VIKAS DOGRA, Himachal Pradesh University Journal (2014) *Images In News: Reader's Response*

When news images and words are combined, the image begs for interpretation, which the words typically provide. The majority of psychological research on how images and texts interact focuses on how one image affects how readers understand an accompanying narrative. This experimental study aims to determine the impact of news photograph size on readers' perceptions of the significance of a news item while assuming that the text contains the essential information and the photographs serve as a supporting element.

III Aim and Objectives

The primary aim of the study is to determine the newspaper reading patterns based on images among young adults and their importance and relevance to the respondents, for which the study was undertaken with the following objectives:

- 1) To determine how many respondents read English daily newspapers.
- 2) To find out why and how often respondents read newspapers.
- 3) To determine which news story elements attract respondents to read newspapers.
- 4) To understand to what extent respondents find images as relevant.
- 5) To find out respondents' preference of text and images.
- 6) To determine the newspaper reading patterns based on images among young adults.

Significance of the Study

The study "A Study on Newspaper Reading Patterns Based on Images among Young Adults" aims to identify the newspaper reading patterns of young adults, particularly their attention to and interaction with images in newspapers. The significance of this study lies in its potential to provide insights into the reading habits of young adults, who are an important demographic for the newspaper industry.

Understanding the reading preferences of this age group can help newspapers tailor their content and layout to better engage and retain young readers. Additionally, the study's focus on images is particularly relevant in the age of new media and visual storytelling. As younger generations increasingly consume information through visual mediums, it is important to understand how images impact their engagement with traditional print media. Overall, this study has the potential to provide valuable information for the newspaper industry and contribute to a better understanding of the changing media landscape.

Methodology

A survey was conducted to study the newspaper reading habits among young adults, based on images in English daily newspapers. Numbers of respondents were 203 young adults between the age group of 16-24. The survey sample included college-going students, employed and unemployed. All respondents were from the twin cities of Hyderabad and Secunderabad, Telangana. The tool of Data Collection was Questionnaires.

Limitations

The research is limited to the cities of Hyderabad and Secunderabad. The respondents involved are between the age group of 16 to 24 years only. Since this study seeks only to find out the newspaper reading patterns, especially based on images among young adults of English daily newspapers, in-depth qualitative methods of research were not adopted. The findings have to be understood against these limitations.

IV Data Presentation and Analysis

Figure 1.1: Indicating in total percentage, age of young adults.

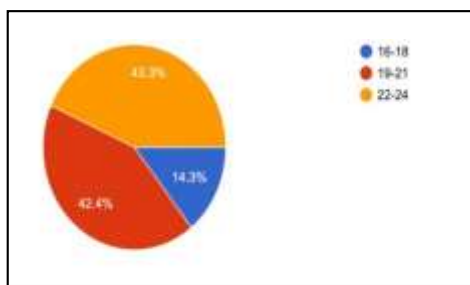
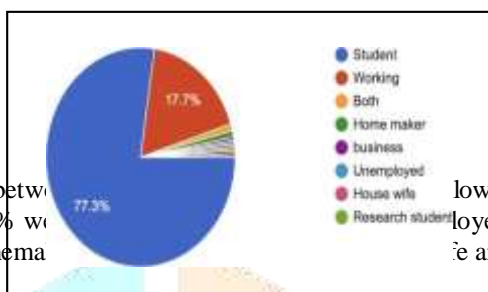


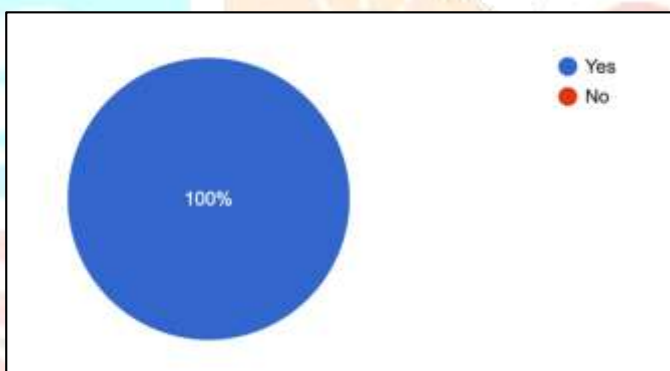
Figure 1.2: Indicating in total percentage, occupation of young adults.



In total, 43.3% were between 16 to 18 years. Next, 77.3% were students including, Both, Home maker

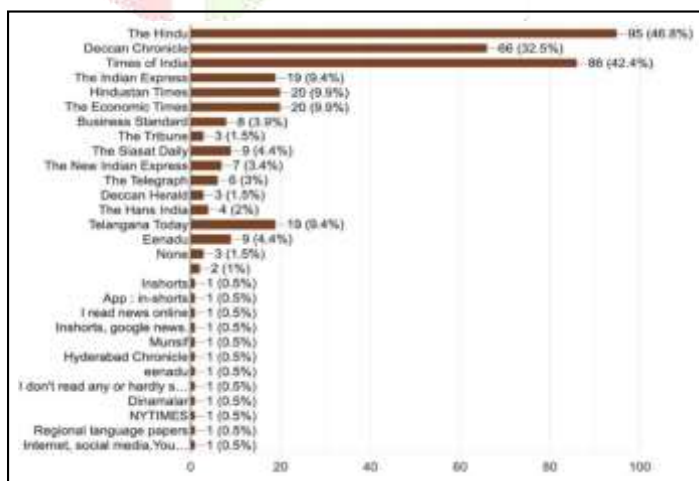
followed by 42.4% between 19 to 21 years, and 14.3% between 16-18 years, with the remaining 5% spread over the other categories including Unemployed, House wife and Research student.

Figure 2.1: Indicating in total percentage, whether or not young adults read English daily newspapers.



In total, 100% of the respondents read newspapers.

Figure 2.2: Indicating in total number of selects, name of newspapers read by young adults.



In total, The Hindu was selected 95 times, followed by the Times of India 86 times. Then Deccan Chronicle 66 times Hindustan Times and The Economic Times 20 times each and the Indian Express 19 times, with the remaining number of selects i.e., under 19 spread over other newspapers.

Figure 3.1: Indicating in total percentage, how often young adults read newspapers.

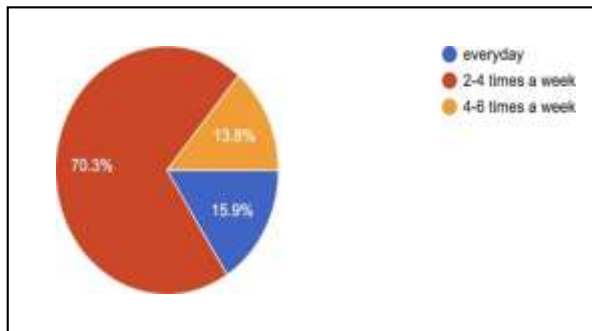
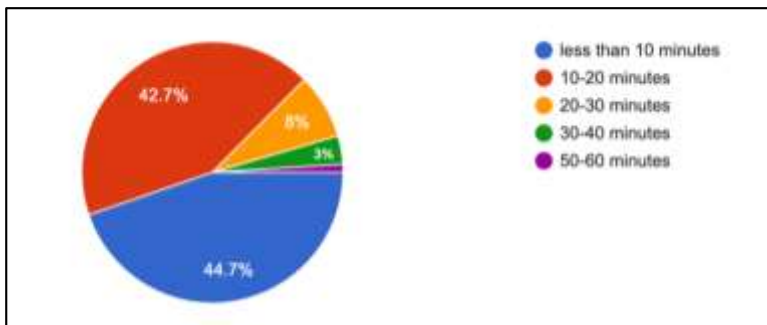


Figure 3.2: Indicating in total percentage, how much time young adults spend reading newspapers.



In total, 70.3% read newspaper 2-4 times a week, followed by 15.9% every day and 13.8% 4-6 times a week. Further, in total, 44.7% read newspapers for less than 10 minutes, followed by 42.7% for 10-20 minutes, then 8% for 20-30 minutes, 3 for 30-40 minutes and 1.6% for 50-60 minutes.

Figure 4.1: Indicating in total percentage, why young adults seek to read newspapers.

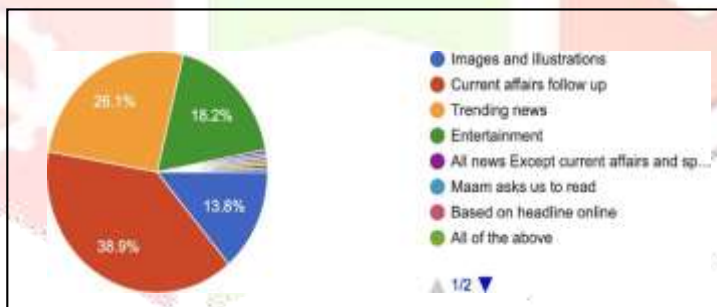
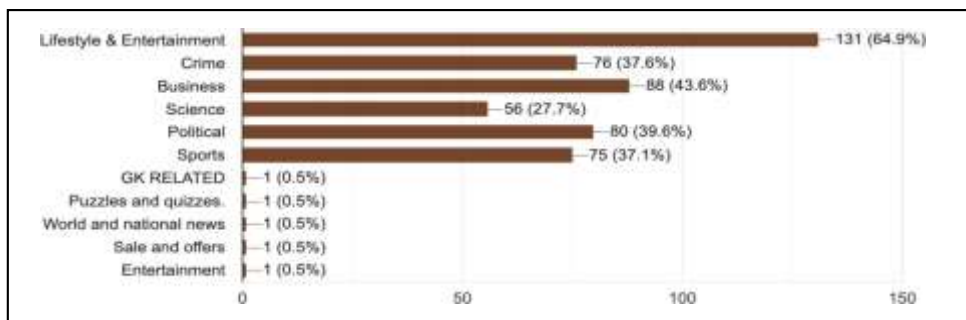


Figure 4.2: Indicating in total number of selects, type of news young adults read most in newspapers.



In total, 38.9% seek to read newspapers for Current Affairs Follow Up, followed by 26.1% for Trending News. Then, 18.2% for entertainment news and 13.8% for Images and Illustrations, with the remaining 3% spread over other reasons including Based on Headline and All of the above. Further, in total, respondents mostly read the following types of news with Lifestyle & Entertainment news being selected 131 times, followed by Business 88, Political 80, Crime 76 and Sports 75 times, with the remaining number of selects i.e., 1 spread over other reasons.

Figure 5.1: Indicating in total percentage, whether or not young adults think photos are important in newspapers.

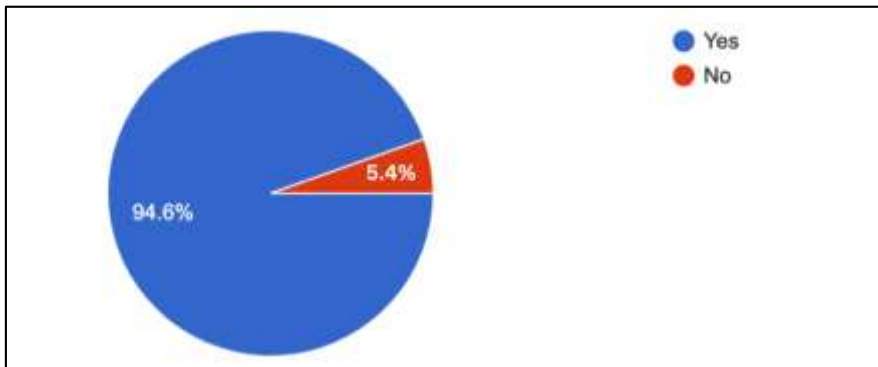
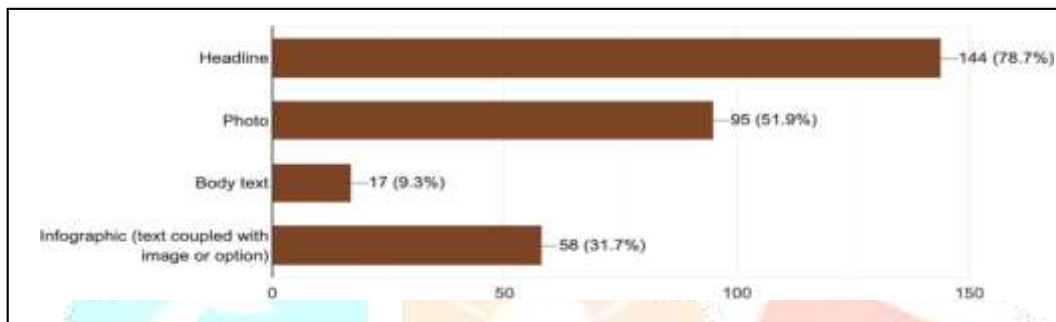


Figure 5.2: Indicating in total number of selects, elements of news, which draw attention of young adults.



In total, 94.6% thought photos are important in newspapers and 5.4% said they are not. Next, Photo and Infographic were selected 95 and 58 times, Headline 144 times, and Body Text 17 times.

Figure 6.1: Indicating in total percentage, preference of young adults reading news article without photo.

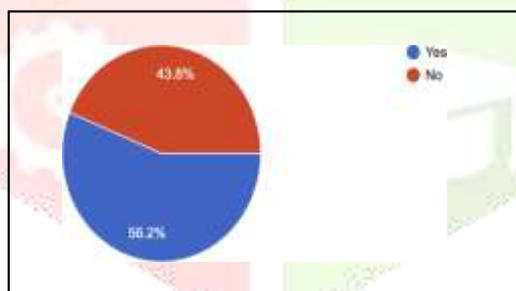
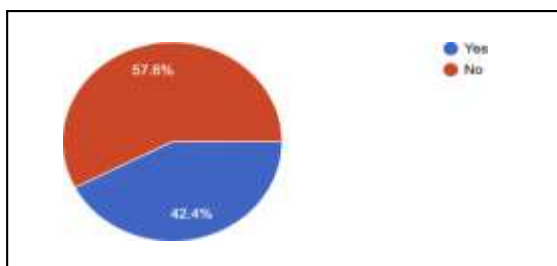
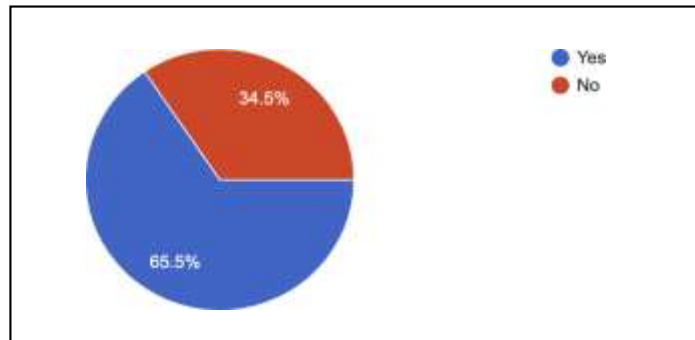


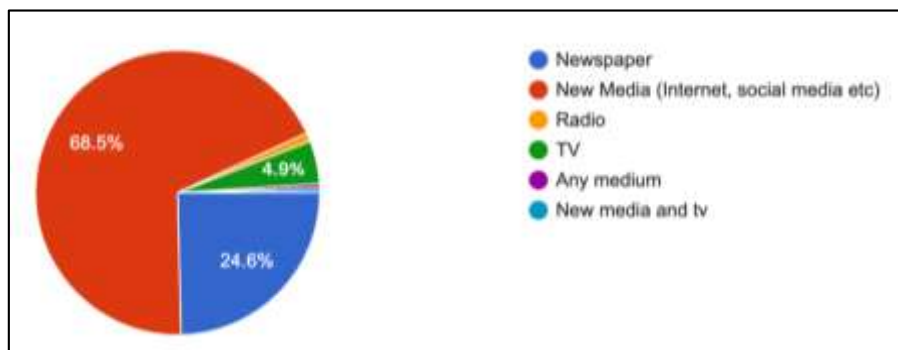
Figure 6.2: Indicating in total percentage, whether or not young adults understand news story based on photo only.



In total, 56.2% said they would read the news article without photo and 43.8% saying they would not read the same. Further, 42.4% said that they understand news story based on photo only, while 57.6% said that they do not.

Figure 7.1: Indicating in total percentage, relevance of photo with news article according to young adults.

In total, 65.5% said that photos are relevant to the news article in newspapers and 34.5% said they are not.

Figure 8.1: Indicating in total percentage, preference of medium for news of young adults.

In total, 68.5% selected New Media as preference of medium for news, followed by 24.6% who selected Newspaper and 4.9%, TV.

V Summary and Conclusions

The results of the survey through the following major observations establish the English daily newspaper reading patterns of young adults based on images.

First, the finding that all young adults read English daily newspapers establishes the backdrop of the study, which is to determine the newspaper reading pattern of young adults especially based on 'Images'.

Second, the findings that most young adults read newspapers '2-4 times a week', and mostly between 'Less than 10 minutes' and '10-20 minutes' indicate that they spend a less amount of time reading newspapers; because all of the respondents are young adults, being mostly students, and it could be that because they are more new media inclined, which is further justified by the finding that most of the young adults preferred New Media as medium for news.

Third, the findings that while most young adults seek to read newspapers for 'Current Affairs Follow Up' then 'Trending News' and 'Entertainment' purposes, yet they mostly reading 'Lifestyle & Entertainment' indicates that since most of them are young adults, being mostly students, while they seek to read for informative purposes on more serious topics, they are more inclined to end-up reading less serious topics such as 'Lifestyle & Entertainment', which are known for attractive and appealing photos, which convey human interest and emotion.

Fourth, the findings that majority of the young adults thought photos are important in newspapers, and further that they mostly selected 'Photo' and 'Infographics' for news element that attracts them—which add up to more selects than 'Headline' indicate that young adults think images in newspapers are significant. The finding that they thought photos are important is further justified by their reasons including 'photos give a gist of the news' 'photos help readers understand the news story' and 'photos are appealing'.

Fifth, the findings that the majority of the young adults i.e., 56.2% would still prefer to read a news article without a photo could indicate that probably need for information or leisure takes precedence over presence of elements of news such as images. This finding is also justified by the finding that most young adults i.e., 57.6% do not understand the news story based on photo only; further, they gave reasons including 'Photos can be misleading' 'Photos never tell the real whole picture of the news story' and 'Photos only give an overview and not in-depth of news story'.

Next, the finding that yet, a significant number of young adults i.e., 43.8% would not prefer reading the news article without a photo is justified by their reasons including 'lack of photo makes the news article boring, less appealing, unclear, lacks proof'. Further, the finding that yet, a significant number of young adults i.e., 42.4% understand the news story based on photo only is justified by their reasons including 'helps to imagine & visualize the news story' and 'picture speaks a 1000 words' and 'helps enhance the credibility of the news story'.

Sixth, the finding that most of the young adults found that photos are relevant to news article indicates that images as a news element are significant in newspapers.

In summary, it can be observed that young adults find images as significant and they play a role in determining the reading pattern of young adults.

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