

*Full Length Research Paper*

# Evolution on the front page visuals in The Tribune during 2001 & 2011

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The front page of a newspaper is very important for every newspaper, my study examines the evolution on the front page visuals of The Tribune in the year 2001 and 2011. Being one of the oldest newspaper of India, it was founded on 2 February 1881, in Lahore, Pakistan but after the partition in 15<sup>th</sup> August 1947 it was shifted to Punjab, India. During the study period one major change found, was the size of the newspaper which was reduced by 16.75% in 2011 as compare to 2001. Despite the reduction of the page, the visual share has increased in 2011. In the same manner, number of visuals was increased in 2011. As in 2001, 192 visuals were published whereas in 2011, 198 visuals were published. In 2011, majority of the visuals 69.2% were used without byline whereas in 2001 only 21.9% were used without byline and usage of agencies visuals was reduced in 2011. The use of info graphic visuals has increased by 15.7 in 2011. Cartoon and visuals above the masthead was not published in 2011. Use of regional visuals was increased in 2011. Trend of one column visuals reduced in 2011. The trend of using political and entertainment visuals on front page got changed in 2011. The share of political and entertainment visuals reduced 12.8% and 9% respectively in 2011. Use of Government<sup>i</sup>, sports and social visuals were increased in 2011. In the year 2011, 20.7%, 17.2% and 18.2% visuals were published respectively. Use of men visuals were increased drastically in 2011 and women visuals were reduced as compare to 2001.

**Key words:** The Tribune, photojournalism, front page visuals, visuals study, info graphics.

## INTRODUCTION

Front page of a newspaper is its window. It can be best described as an opening to the world of belief, values and standards it carried. Subjects and the display here are a major reflection on the quality of contents one could expect inside. H.K.Dua, a former Editor in Chief of the Times of India, Hindustan Times and The Tribune says "the new milieu has changed not only the production of had impact on the total design of newspapers as well as the content of the front page. Luckily, in countries where newspapers are still read -- as in India --- it is the front page that carries the highest appeal. It is especially so

newspapers, but also their content. In particular it has despite the scary breaking news poured out by television channels".

The resident editor of the Indian express, a firebrand publication on national issues, particularly social and political, Vipin Pubby says: "just as face is the index of mind, the front page of a newspaper reflects the content and standard of the newspaper.

Besides containing the best of the basket on the front page, all newspaper editors attempt to make it a show

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case of their product. Given the space constraints on putting the best on the page, the effort is always to highlight the most important news while giving indicators or pointers about the other important news or visuals on the inside of the newspaper”.

The front page reflects the values and themes that a newspaper wants to communicate with its reader. It contains the news which the people at helm think that is most important for their target audience. For example: A regional paper will highlight a regional issue where as a national paper will give importance to a pan-Indian story over a regional or local issue. 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. Along the advent of electronic media, visuals and info graphics became important. The look of the newspapers from then and now has undergone 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 Tribune, Chandigarh on front page 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 Tribune, Chandigarh. The major changes on the front page in one decade of The Tribune have been explicitly analysed. The Tribune is one of the oldest newspaper of India, it was founded on 2 February 1881, in Lahore, Pakistan but after the partition in 15th August 1947 it was shifted to Punjab, India.

## 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 The Tribune, Chandigarh

edition.

## Research questions

1. How much area was given to visuals in 2001 and 2011?
2. What was the source of the visuals?
3. What kind of shape of visuals used in 2001 and 2011?
4. How many visuals were having captions in 2001 and 2011?
5. What were the gender representation in 2001 and 2011?
6. How many visuals were local, regional, national and International?
7. What were the sizes of visuals in 2001 and 2011?
8. What position was given to maximum visuals?
9. Which kinds of visuals were published?

## 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 (2008) 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 was used for this study. The content analysis method was applied in this research. They used simple random sampling method, 15 editions of these newspapers were selected. The photos were 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.

Research on the front-page newspaper photographs was done by Michael W Sengletary 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. 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, (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, one year, 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.

Yung Soo Kim and James D. Kelly (2000) have conducted a comparative study of American and Korean Newspapers to know the photo journalism in Korean and American newspapers. Ten important newspapers of America and Korea were selected for the study. Five newspapers from America and five from Korea were purposively chosen. They are

- (1) The New York Times,
- (2) The Washington Post,
- (3) The Los Angeles Times,
- (4) the Chicago Tribune and
- (5) the Dallas Morning News, and
- (1) Chosun Ilbo,

- (2) Joongang Ilbo,
- (3) Donga Ilbo,
- (4) Hankyoreh and
- (5) Busan Ilbo.

The sample yielded 628 photographs from the American and Korean newspapers. The study revealed that Korean newspapers published 26.6 % general news whereas American newspapers published 17.9%. Koreans paper published very less features and portraits (5.6 %) but Americans published 19.3% features and 3.4% portraits. Korean newspapers published 43.8% overall 37% medium composition images whereas American newspapers published 34.7% overall and 31.7 medium. The Korean approach to the photojournalism was entirely descriptive though the American approach was more interpretive. Americans published 64.7% photos were containing a small number of subjects whereas Koreans published only 35.6 %. The sole aim of the study was to find out the differences of Photo journalism between American and Korean newspaper. As per the study, Korean newspapers published more photos of people as a group but American photographs were more focused on individual person. Korean newspapers published wide angle shot which shows the overall view.

Jason Stanley of New York University has studied 1252 news photographs of two American newspapers New York Times and the New York Daily News, one newspaper was a elite and 2nd was non elite newspaper between 1966 and 2006 both were the highly circulated newspaper of the USA. This study examines the women's presence in the news papers. Photos were taken from the editions published in 1966, 1976, 1986, 1996, and 2006. Approximately 125 images from the collection year for each paper were collected. As per the findings men photographs dominated in both newspapers where as elite newspapers published more women visuals than non-elite paper. The elite news paper used entertainment, fashion, and lifestyle coverage and the non-elite news paper used sports coverage.

A study of visual content of three leading American news magazine were done by the Michael Griffin and Jongsoo Lee (1995) during the Gulf. For this study leading magazine Time, Newsweek, and U.S. News and World Report was selected. Total of 1104 war related photographs were analyzed during operation "Desert Storm". The analysis revealed that images of military weaponry and technology were dominating. The feeling of first-hand media coverage was promoted during the conflict. As per the study, U.S. News and World Report magazine and News week published 27% image of arsenal (U.S.-Allied) whereas Time News magazine used 13% images. All the news magazines published 7% image of political leader of US, whereas they have published only 4% image of Iraq leader. Photo of George Bush and Saddam Hussein were reproduced on a regular basis with equal frequency. Among the three magazines,

Time used 17% images of political Visuals whereas Newsweek and U. S. News and World Report both magazines published 13% images of political Visuals.

Despite the public protest against the war in Britain, Egypt, France, Germany, Italy, Morocco, etc. Only magazine 'Time' have published a small picture of a demonstration in Paris. The image portrayal of the war was to promote American military and technological dominance. Most of the images published in all three magazines were the US troops and arm technology. Hui Kheng. Chia, Jong Yin. Wong studied the photographic presentation of women in the Singapore English and Chinese newspaper. A comparative study was done between the papers in the 80s and the 90s. As per the content analyses of photographs shows that men were dominating in the newspaper over all, women except for lifestyle and entertainment sections. The content analysis of images revealed that the press gender bias and discriminating against women.

## RESEARCH METHODOLOGY

For this study, method of qualitative and quantitative content analysis was adopted to examine the visuals published on front page of The Tribune, Chandigarh in the 1<sup>st</sup> week of each starting six month of 2001 and 2011. Content analysis is an established technique for the research in the media. According to B Devi Prasad (2008) "It is described as the scientific study content of communication". For this study, method of qualitative and quantitative content analysis were adopted to examine the presentation, selection of visuals and changing trends in visual communication in the newspaper industry.

Content analysis is used in various disciplines like communications, political science, history, social sciences and psychology. This is used in this study to find out the changes in visuals presentation in one decade. Content analysis was introduced by the Harold Lasswell (1927) to study the propaganda in the begging. The U.S. government sponsored a project to Harold Lasswell to assess enemy propaganda during World War II, he used the content analysis method to evaluate the propaganda.

Content analysis is an effective method to analysis the media images, this method has been used by many researchers in previous newspaper studies to find the answer of newspaper photographs (Blackwood, 1983; Singletary, 1978; Wells et al., 1998). As per the Birrell (1988) "content analysis is a method for examining the message or content of the media such as newspapers, to draw inferences about encoding and decoding practices of the communication system" (p.232).

### Quantitative content analysis

As per the Smith (1975), "qualitative analysis deals with the forms and antecedent-consequent patterns of form,

while quantitative analysis deals with duration and frequency of form" Quantitative content analysis is done after collecting data or exact information from the newspapers. It is considered non biased research and very easy to use for presentations, its results are easily analyzed and more reliable.

### Qualitative content analysis

As per the Hsieh and Shannon (2005) qualitative research is "a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns". In Qualitative content analysis method it goes beyond counting the visuals, quality of the visuals studied in this technique. It gives permission to researchers to understand the social reality in a subjective but scientific manner. The method of qualitative content analysis regularly starts during the early stages of data collection. For example, I have studied the various categories of visuals with qualitative content analysis method during the first phase of data analysis. Visuals of The Tribune (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?

### Test used for the study

Chi square test was used for this study, this is a statistical test usually used to see the independence of two attributes (qualitative variables). Chi square is one of the important and commonly used statistical test, if chi square is significant then there is relationship between the two attributes otherwise not. In the present study Pearson's chi-squared test was used to check the association between newspapers of year 2001 and 2011.

## TERMINOLOGY

**Political:** All the visuals covering political issues like rallies, party meetings and press conference is considered as a political category visual.

**Sports:** All the visuals representing the sports event or a sports related personality is considered sports visuals.

**Entertainment:** Entertainment visuals are those which gives pleasure and delight to the readers after seeing them on the newspaper. For example visuals related to the bollywood, theatre etc.

**Government official:** Any minister and officers working

with any government are studied in the government officials. Example: Prime Minister, Health Minister, IAS, HCS and PCS etc.

**Defence:** Any activity in the defence and their staff members are studied in the defence category.

**Business:** Visuals which depict the business related activity is studied in the business category. If a business man commit a crime or fraud have considered that type of visuals in police and crime category.

**Problem:** Any visual which is depicting any kind of problem for example: protest, fire and terrorist activity is studied in the problem category.

**Police and Crime:** Visual where police is involved and any crime and fraud related visuals are studied in the Police and Crime category.

**Social:** Visuals of human interest from the society which depict the work done by the nongovernmental organization (NGO) and any other work done by people to improve the social system.

### Data analysis

I have studied front- page visuals of 1<sup>st</sup> week of every month in the first six months of The Tribune. The total numbers of visuals were 192 in 2001 and 198 visuals were published in the 2011. Based on my study, the statistical data percentage wise is defined in. As shown in Table 1.

### Total area of the visuals in 2001 and 2011 in The Tribune, Chandigarh edition

As per the study, the total area during the 1<sup>st</sup> week of every month in the first six months of The Tribune was 84084 Sq cm and 69993 Sq cm in 2001 and 2011 respectively. The newspaper size was reduced by 14091 Sq cm (16.75%) in the above said period. 15.74% space was given to visuals in 2001 in 2011 area for the visuals slightly increased (.74%) after the reduction 16.75 % newspaper space in 2011.

### Source of visuals in 2001 and 2011 in The Tribune, Chandigarh edition

As table 2 demonstrates that 21.9% visuals were published without the source name in The Tribune of 2001 it increased in 2011 (69.2%). They published the highest photographs by Reuters in 2001 (27.1%) while the decline of Reuters photo seen in 2011 only 2.5% were

published in the paper. The study indicates that 2.2% visuals by the AFP was used in 2001 and in 2011 it was increased upto 6.6% . Earlier, they were using 33.3% visuals by their own staff it went down in 2011 (8.6% ). 9.9 and 3.6% visuals were used by the PTI and AP/PTI in 2001 and 11.1 and .5% were used in 2011. The tribune used 2% other source (KBK info) of visuals in 2001 and in 2011 they used 1.5% other visuals. As shown in Table 3 and 4. There is no association between year (2001 to 2011) and source of visuals on the front page of The Tribune.

### Shape of visuals in 2001 and 2011 in The Tribune, Chandigarh Edition

Statistics of the shape of visuals used in The Tribune indicate that Horizontal shape of visuals used in 2001 in the newspaper were 27.1% while in 2011 it was nearby to 27.4%. Vertical shape of visuals used in 2001 was 37% and it increased to 55.6% in 2011. Square shape of visuals used in 2001 was 2.6% which increased to 1.5% in 2011. The percentage of cartoons used in 2001 was just 17.2% while the newspaper stopped using it in 2011. 3.1% graphs were used in 2001 but it went down totally to 0.5% in the year 2011. Info graphics used in 2001 were 14.1% however, the percentage got up to 29.8% in 2011. Sketch form of visuals used in 2001 was 0.5% while in 2011 the usage up to 3%. Coming on the combo's used in 2001 was 1% while it increased to 3% in the year 2011. If going by the other shape of visuals such as Flag, Cut out and Map, only 3.2% were used in 2001 which stepped down to 2% in 2011. As shown in Table 5 and 6. There is association between year (2001 to 2011) and Shape of visuals on the front page of The Tribune.

### Caption or without Caption visuals on front page of 2001 and 2011 in The Tribune, Chandigarh Edition

A caption gives additional information about the visual. As we all are aware about the Chinese saying a picture is worth a thousand words. On the other hand, some time without a caption, readers may get different messages from a photo and it can give wrong message to readers. Captions give the depth and clarity in newspapers. In 2001, The Tribune used 85.9% visuals with the caption and 14.1% were without caption. And in 2011 they used 79.3% visuals with caption and in 2001, 20.7% visuals were without caption. As shown in Table 7 and 8. There is no association between year (2001-2011) and with and without caption visuals on the front page of The Tribune.

### Men, Women and others visuals on front page of 2001 and 2011 in the The Tribune, Chandigarh Edition

Table number 8 shows that The Tribune was publishing

**Table 1.** Total area of the Visuals in 2001 and 2011 in The Tribune, Chandigarh Edition

Year	Total Area in cm	Area for Visuals in cm	Total Photos
2001	84084	13,241.68 (15.74%)	192
2011	69993	11,537.32 (16.48%)	198

**Table 2.** Source of Visuals in 2001 and 2011 in The Tribune, Chandigarh Edition

Year	Not Given	Reuter	AFP	Own Staff	PTI	AP/PTI	Others
2001	21.9	27.1	2.2	33.3	9.9	3.6	2
2011	69.2	2.5	6.6	8.6	11.1	0.5	1.5

**Table 3.** Chi-Square test for source of Visuals in 2001 and 2011 in The Tribune, Chandigarh Edition

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	128.067a	7	.000

**Table 4.** Shape of visuals in 2001 and 2011 in The Tribune, Chandigarh Edition

Shape	2001	2011
Horizontal	27.1	27.4
Vertical	32.8	34.3
Square	2.6	1.5
cartoon	17.2	0
Graph	3.1	0.5
Info Graphic	14.1	29.8
Sketch	0.5	3
Combo	1	3
Others	3.2	2

**Table 5.** Chi-Square test for the shape of visuals in 2001 and 2011 in The Tribune, Chandigarh Edition

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.528 <sup>a</sup>	11	.000

**Table 6.** Caption or without Caption visuals on front page of 2001 and 2011 in The Tribune, Chandigarh Edition

Year	With Caption	Without Caption
2001	85.9	14.1
2011	79.3	20.7

only 37% men visuals in 2001 and it increased to 65.7% during the 2011. In the year 2001 they were publishing 14% women visuals and 49% joint visuals, whereas the

share of both reduced in the year 2001, they used 8% women visuals and 26.3% joint visuals. As shown in Table 9 and 10. There is association between year (2001

**Table 7.** Chi-Square test for the caption or without caption visuals on front page of 2001 and 2011 in The Tribune, Chandigarh Edition

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.990 <sup>a</sup>	1	.084

**Table 8.** Men, Women and others visuals on front page of 2001 and 2011 in the The Tribune, Chandigarh Edition

Year	Men	Women	Other
2001	37	14	49
2011	65.7	8	26.3

**Table 9.** Chi-Square test for the Men, Women and others visuals on front page of 2001 and 2011 in the The Tribune, Chandigarh Edition

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.130 <sup>a</sup>	2	.000

**Table 10.** Places of visuals on front page of 2001 and 2011 in the The Tribune, Chandigarh Edition

Year	Local	Regional	National	Inter National
2001	2	17.7	56.3	24
2011	2.5	20.2	52.5	24.8

**Table 11.** Chi-Square test for the Places of visuals on front page of 2001 and 2011 in the The Tribune, Chandigarh Edition

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.676 <sup>a</sup>	3	.879

**Table 12.** Size of visuals on front page of 2001 and 2011 in the The Tribune, Chandigarh Edition

Year	Half	one	Two	Three	Four	Five	One and half	Six
2001	6.80	63.50	10.90	12.50	4.70	0	1.10	.5
2011	13.10	35.90	26.80	12.10	5.10	2.50	2.5	1

to 2011) and gender of visuals on the front page of The Tribune.

#### Places of visuals on front page of 2001 and 2011 in the The Tribune, Chandigarh Edition

As table 10 shows, The The Tribune 2011 and 2001, Chandigarh Edition had published maximum visuals of

national<sup>ii</sup>. They have published 56.3% national visuals in 2001 and 52.5% in 20011. In 2011 they have increased .5% local<sup>iii</sup> visuals and increased the .8% international<sup>iv</sup> visuals. In 2001 they used 2% local visuals and 24% international visuals where as they have used 2.5% local visuals and 24.8% international visuals in 2011. In 2011 they have also increased 2.5% regional<sup>v</sup> visuals. As shown in Table 11 and 12. There is no association between year (2001 to 2011) and place of visuals on the

**Table 13.** Chi-Square test for the Size of visuals on front page of 2001 and 2011 in the The Tribune, Chandigarh Edition

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.237 <sup>a</sup>	9	.000

**Table 14.** Visuals position on front page of 2001 and 2011 in The Tribune, Chandigarh Edition

Position of Visuals	2001	2011
Lead	20.3	21.7
2nd Lead	2.1	2.5
Middle	5.7	15.2
Anchor	1.6	12.1
Supporting	63.5	48.5
Above Masthead	6.8	0

**Table 15.** Chi-Square test for the Visuals position on front page of 2001 and 2011 in The Tribune, Chandigarh Edition

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.463 <sup>a</sup>	5	.000

front page of The Tribune.

#### Size of visuals on front page of 2001 and 2011 in the The Tribune, Chandigarh Edition

In this study maximum visuals were one column 63.5% in the year 2001 and 35.9% in 2011. The Tribune have increased the use of half column visuals in 2011 as they published 13.1% whereas in 2001 they used only 6.8% visuals. In 2011 usage of two column visuals have increased 15.9% as compare to 2001. In 2001 usage of three columns was 12.5% it was slightly higher as only 12.10% were three column visuals in 2011. As per the graph four columns visuals used 4.7% in the year 2001 while 5.1% four columns visuals were used in the year 2011. If going by five columns visuals used in The Tribune, in 2001 five columns were not used at all whereas 2.5% were used in the year 2011. As per one and half columns used in The Tribune, 1% was used in 2001 while 2.5% were used in the year 2011. If going by the other columns used which are Six, Seven and Eight columns, then as per the statistics 0.6% were used in the year 2001 while 2% were used in the year 2011. As shown in Table 13 and 14. There is association between year (2001 to 2011) and column of visuals on the front page of The Tribune.

#### Visuals position on front page of 2001 and 2011 in The Tribune, Chandigarh Edition

The Visuals related to the front page visuals of The Tribune indicate that in 2011 they increased the visual placement in lead, 2<sup>nd</sup> lead, middle and anchor position. As compare to 2001. They used 2.5, 15.2 and 12.1% visuals in 2011 and in 2001 they used 2.1, 5.7 and 1.6% respectively. They used maximum visuals as supporting visuals in both the year 2001 and 2011. In 2001, 63.5% and it reduced in 2011 (48.5%). The Tribune was also using visuals above the masthead in 2001 and in 2011 they didn't use any visuals above masthead. As shown in Table 15 and 16. There is association between year (2001-2011) and placement of visuals on the front page of The Tribune.

#### Category of visuals on front page of 2001 and 2011 in The Tribune, Chandigarh

In this study we have found that usage of political visuals was much higher in 2001 (22.4%) and in 2011 this was reduced and remain only 9.6%. Major change in the sports visuals was found in 2011 as they published 17.2% sports visuals in 2011, whereas in 2001 only 2.1% sports visuals were published on the front page. In the

**Table 16.** Category of visuals on front page of 2001 and 2011 in The Tribune, Chandigarh

Category of Visuals	2001	2011
Political	22.4	9.6
Sports	2.1	17.2
Entertainment	11.5	2.5
Government official	8.9	20.7
Defence	4.2	2.5
Business	14	2
Problem	17.2	8.6
Police and Crime	2.6	10.6
Social	5.7	18.2
Others	11.4	8.1

**Table 17.** Chi-Square test for the Category of visuals on front page of 2001 and 2011 in The Tribune, Chandigarh

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	110.031 <sup>a</sup>	19	.000

entertainment category of visuals drastic change was noticed in 2011. As in 2001 the ratio of entertainment visuals was 11.5% and in 2011 it decreased to 2.5.

In the government official, social, Police and Crime related visuals a major growth have been noticed as in 2001 only 8.9%, 5.7% and 2.6% visuals respectively published on the front page, whereas in 2011, 20.7%, 18.2% and 10.6% Government official, social, Police and Crime visuals published. Visuals related to the defense on front page of The Tribune was reduced in 2011 as in 2001 it was 4.2% and in 2011 it goes to 2.5%. Business related visuals drastically dropped to 12% in 2011 as in 2001 The Tribune have published 14%. Problem related visuals also reduced in 2011, as in 2001 17.2% were published whereas in 2011 only 8.6% problem related visuals were published on the front page.

Visuals in the others category comprising science and technology, Education, Festivals, accident related news, Historical, Agriculture, Tourism, own organisation, Religion, Business and Transport were 11.4% in 2011 and in 2011 this visual was nearly the same, that is, 8.1%. As shown in Table 17. There is association between year (2001 to 2011) and categories of visuals on the front page of The Tribune.

### Conflict of Interests

The author have not declared any conflict of interests.

### CONCLUSION

One of the major changes that took place was the size of

the newspaper which 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 69.2% were without byline whereas in 2001 only 21.9% were without byline and usage of agencies visuals was reduced in 2011. Own staff visuals reduced in 2011. The use of info graphic visuals has increased by 15.7 in 2011. Cartoon was not published on the front page of The Tribune in 2011, where as in 2001 cartoon share was 17.2%.

Use of regional visuals was increased in 2011. Trend of one column visuals reduced in 2011. As in 2011 only 35.9% and in 2001, 63.5% one column visuals were used. Whereas half column and two column visuals share has increased 6.3% and 15.9% respectively in 2011. Big size visual was published in 2011. The Tribune has stopped using visuals above the masthead in 2011. The trend of using political and entertainment visuals on front page got changed in 2011. The share of political and entertainment visuals reduced to 12.8% and 9% respectively in 2011. Use of Government, sports and social visuals were increased in 2011. In this year, 20.7%, 17.2% and 18.2% visuals were published respectively. Use of men visuals were increased drastically in 2011 by 65.7% whereas only 37% men visuals were published in 2001.

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<sup>i</sup> Visuals of President, Vice President of India, Ministers , Governors, IAS and other Government officials considered as Government Visuals. If they are not in government duties we will consider as per the other categories

<sup>ii</sup> National Interest Visuals

<sup>iii</sup> A specific city related from where Newspaper edition publish

<sup>iv</sup> Foreigners in India and World visuals are considered International visuals. If they are with Indians for work than we will consider as per the other categories.

<sup>v</sup> Specific region related visuals considered as Regional Visuals.