

**ASSESSMENT OF THE IMPACT OF PICTURES IN ENHANCING CREDIBILITY
OF STORIES IN THE PRINT MEDIA; A STUDY OF VANGUARD AND THE
NIGERIAN OBSERVER NEWSPAPER**

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BENIN CITY, NIGERIA**

DECEMBER, 2022

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN, BENIN CITY,
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BACHELOR OF ARTS (B.A) DEGREE IN MASS COMMUNICATION**

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DECLARATION

This project work is based on a study undertaken by me, in the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Mr. N.N Umoro. All findings and analysis in the study are product of my personal research and where the views of others have been used and expressed, they were duly acknowledge using references

AKHIMIEN PRISCILLIA ELOMESE
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CERTIFICATION

This is to certify that this research work was duly carried out by Akhimien Priscillia Elomese in the Department of Mass Communication, Faculty of Arts, University of Benin, in partial fulfillment of the requirements for the award of Bachelors of Arts (B.A) in Mass Communication.

MR. N.N Umoro
Project Supervisor

Date

DR. D.O. Ekhareafo
Head of Department

Date

DEDICATION

This research work is dedicated to Almighty God, for his immeasurable love, grace and strength, and to my ever supportive mother, Mrs. P. O Akhimien for being there for me.

ACKNOWLEDGEMENT

My immense gratitude goes to God almighty that has been there from the beginning to this very day. To my wonderful supervisor, Mr. N.N Umoro who despite his tight schedule, made out time to carefully supervise and edit this project work. God bless you sir.

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ABSTRACT

This project is basically to ascertain the impact of pictures in enhancing credibility of stories in the print media. The method adopted for collecting data for this research was the survey method, with questionnaire as the instrument. The main objective is to find out the impact pictures creates in ensuring stories credibility. The theory use in this research was the source credibility theory and uses and gratification theory. Based on the analysis, the result showed that pictures attract and guarantees better understanding of the stories. This entails that picture is inevitable in making stories interesting and attractive. From the findings it showed that picture has a role to play in ensuring stories credibility, the study therefore, recommends that more awareness should be created on picture and its role to news presentation.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Since the development of the camera in 1839, the impacts of images on retention and attention have been argued. Shortly after its invention, the camera was proclaimed as the tool that could portray scientific data without subjective intervention, and was viewed as †the most accurate mechanism for revealing the physical world, the lens of the camera being more accurate than the lens of a human eye‡ (Andersen, 1989)

It is widely understood and accepted that images used in news can stir emotions and foster public outcry like no other means of expression. Images are powerful means of easily expressing emotion in a language that all people speak. It speaks volume more than words and helps to prove the authenticity of the news.

The word 'photojournalism' is derived from two Greek words †photo‡ (which is light) and †graphos‡ (which is drawing or writing) and the French word †journal‡ (which means news book/ diary). Photo journalism entails using photographs to report news stories in newspapers. It is a particular form of journalism that creates images in order to tell a news story.

Photojournalism can also be defined as the use of photographs in the narration, description, explanation, or illustration of what has happened, what is happening, or what is about to happen. It can also be described as a form of journalism that creates visual images in order to tell a news story.

According to Wright (1982) cited in Obaze (2011), photojournalism is the communication of news, information, education, ideas etc. to the target audience with the aim of influencing such target audience to act in a particular manner or direction. Images remain in our memory more easily and for longer period of time than text, that is why images have strong effect on our retention. Photographs in newspaper depict reality, it also furnishes evidence to show the authenticity of a news story or give proof of an event that occurred.

Photography has made the world smaller, allowing people from around the world to view other cultures, ideas, events and practices without witnessing them first hand. At the same time though, the growing use of imagery in news reporting and daily life has been characterized a †picture flood.‡ In this sense of an inundation of imagery, a developing debate is centered on the question, †if images persist in memory longer and more vividly than

text and verbalizations, all while exerting a stronger influence on perception and judgment, will they diminish the function of text and language altogether?↓ (Knobloch, 2003).

Today, newspapers have adopted the use of photographs → either a photograph per page or more on each page, as it has been observed that not a single edition of the various newspapers sold appear without photographs. Newspapers are dependent on photographs as they are on news stories feature, column, interview and editorials etc. Photograph not only influence text but also enhance and extend it by highlighting and pressing upon the reader → important point and make it easier for the reader to build up a picture of what he/she is reading about.

According to Warren, Philip and Edwin (1985), a skillfully made photograph communicate the essence of factual experience. Pictures in newspaper have not only managed to get up of a newspaper but have also increased readership which shows the credibility of stories with the use of picture. Udeze (1995) cited in Obaze, (2011) avers that the deep sense of realism and truth coupled with the feelings of participation made photograph a very popular communication medium. To this end, news photographs are pictorial representations of reality used by the print media to back up the accounts of recent news worthy events.

This study therefore focuses on assessing the impact of pictures in enhancing credibility of stories in the print media; a study of Vanguard and the Nigerian Observer newspaper.

1.2 Statement of the Problem

The impact of picture and illustration on news credibility have been doubted by many people who are ignorant of what photojournalism can do and is doing to news presentation and acceptance. Photograph takes two dimensions in newspapers either by telling the story (stand-alone) or to complement the story.

The absence of photographs in a newspaper does not make the readers enthusiastic to have an overview of what the article is all about. Most readers do not have enough time to read news article in details because of their busy schedule so they opt to skimming through the newspaper in search of one that is worth spending time to read. Newspaper have a whole lot of benefits which include: attracting readers to read the newspaper, beatification of the

newspaper pages, believability of the news stories, identification of the publication and enhancing the organization pursuit by increasing the sale of publication.

Readers tend to patronise newspaper with photographs more than those without photographs because photography captivates and draw the attention of readers to the newspaper thereby increasing the number of reader patronizing the newspaper.

In as much as photographs attract readers to the newspaper, the quality of the photographs is also very important. Most newspaper have photographs that are blur and unattractive. The need to make use of high quality and clear photographs must be prioritized by the publishers. So there is a need to carry out a study on the impact of pictures in enhancing credibility of stories on the readers of the Nigerian observer newspaper and Vanguard newspaper.

1.3 Objectives of the Study

The following are the objectives of this study:

- 1) To find out if readers know about Vanguard newspaper and the Nigerian Observer newspaper.
- 2) To find out if pictures influence readers patronage of Vanguard newspaper and the Nigerian Observer newspaper.
- 3) To ascertain if the use of pictures in news stories captivate the attention of readers of Vanguard newspaper and the Nigerian Observer newspaper.
- 4) To ascertain if readers→ retention is influenced by the photographs on Vanguard newspaper and the Nigerian Observer newspaper.
- 5) To find out if readers prefer articles with pictures to articles without pictures.

1.4 Research Question

This study intends to offer answers to the following question:

- 1) To what extent do readers know about Vanguard and the Nigerian Observer newspaper?

- 2) To what extent do pictures influence reader's patronage of Vanguard newspaper and the Nigerian Observer newspaper?
- 3) To what extent does photographs captivate readers' attention of Vanguard newspaper and the Nigerian Observer newspaper?
- 4) To what extent is readers' retention influenced by the photographs on Vanguard newspaper and the Nigerian Observer newspaper?
- 5) To what extent do readers prefer articles with pictures to articles without pictures?

1.5 Significance of the Study

The study was embarked upon so that people will understand and appreciate the impact of picture on enhancing and ensuring news worthiness. In other words, it will help them know the importance of quality photographs with articles on newspapers.

It shows clearly the benefits in photojournalism and encourages the use of picture and illustration in newspaper pages since its usage proves pragmatic on readers. This in other words, serves as a guide to editors who place any kind of picture on their newspapers.

1.6 Scope of the Study

The primary objective of the project is to know readers' perception of the use of photograph as an element of news credibility. The study will thus, be delimited to the residents in Oredo LGA of Benin City, Edo State as a case study to help the researcher have a focus and carry out the research effectively.

1.7 Operational Definition of Terms

NEWS: Is a timely report of facts in Vanguard and Nigerian Observer newspaper.

PICTURE/ PHOTOGRAPH: Is a visual representation or image painted, drawn or photographed in Vanguard and Nigerian Observer newspaper.

CREDIBILITY: Is believability of the news stories in Vanguard and Nigerian Observer newspaper.

PRINT MEDIA: Is a printed form of publication used to disseminate information eg Vanguard and Nigerian Observer newspaper.

NEWSPAPER: Newspaper are dependent on photographs as they are on news stories feature, column, interview and editorial etc.

CHAPTER TWO

LITERATURE REVIEW

2.1 Review of Concepts

2.1.1 Photography and Print Media

Picture is a visual representation or image painted, drawn, photographed, or otherwise rendered on a flat surface. It can also be defined as painting, drawing, or photograph of someone or something (Merriam Webster Dictionary). Every day, we are bombarded with photographic imagery by the print media. One of the reasons people cannot do without pictures is because of the aesthetics of photography; but pictures go a longer way than just aesthetics, they are used as a vital means of communication in that they are a perfect way of communication.

The advent of photographs mechanically printed into newspapers opened up market for press photography. Pictures were mostly taken for their action and content rather than any aesthetic consideration. Today, they are used in the newspapers for different reasons.

According to Udeze (2005) 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. The newspaper industry is one of the largest users of still pictures today. Almost every newspaper picked up on a given day have at least one photograph on the front page and other pictures inside are not left out in this race. Usually, these pictures are gotten from the newspaper industry photojournalist but some newspapers buy their pictures from agencies that specialize in supplying pictures for publications.

According to Ogah (2006), photographs are one of the components of all major national newspapers in Nigeria and all over the world. All Nigerian newspapers publish pictures on a daily basis. Although it is not easy to ascertain the number of people who read through this picture stories, it appears that many readers of newspapers are attracted to these papers because the pictures try as much as possible to elaborate the news. The way pictures are used vary; some stand alone as story with a cutline and others are part of a photo essay. Most photographs however accompany stories, so they must coordinate well with those stories. Photograph serves several functions in the newspapers. Therefore, photographs are

really important not only to photographers or an individual but also to print media. This shows that pictures are part of human existence because pictures really communicate and also remind us of the past events.

All are important, but communication is the most important function. Levin (1981) emphasizes on the fact that unless a picture communicates something newsworthy, it cannot be said that such a picture has performed a certain function. Some other functions of photographs include credibility, visual appeal, vitality and aesthetics.

Picture serves some useful purpose. Carney and Levin (2002) identified major functions of pictures:

a) Credibility:

A photograph makes whatever is pictured seem more real. It lends credibility to the story as people are more inclined to what they see than what they read

b) Visual appeal:

Pictures are visual magnets, drawing readers into a page or a story. For this reason, pictures often serve as entry points. Part of a picture's visual appeal is the variety it adds to a layout. The contrast between a picture and copy is exciting and eye-catching. This is why pictures are usually the dominant element on a page or spread.

c) Vitality:

A picture adds life-vitality-to a story in a way no illustration can match. Even a mug shot do wonders as it makes readers feel as though the person in the story is real. Sometimes a story has vitality, but it needs a picture to highlight that vitality. Pictures are especially suited to bringing out the action on human interest in a story.

d) Aesthetics:

Aesthetics has to do with the beauty which is being portrayed in the picture. Pictures add so much beauty to the story and also the newspaper as reader may be attracted to the newspaper just because of the beauty of the picture.

Two types of explanation have been offered by scholars on the importance of pictures. One relates to the fact that pictures arouse reader's interest and attention to a greater extent because they give the readers a sense of participation or at least witnessing it personally

which makes it easier to identify with people and situations and become emotionally involved. The second is that pictures make it easier to retrieve stored information from memory. Paivio (1998, p.387) believes that this happens because pictures are encoded in terms of both their graphics and written content. The presence of an additional memory code for picture items would enhance their probability of being recalled because if one was forgotten or simply unavailable for retrieval, the other could be used instead. Pryluck (1976, p.220) asserts that pictures present more details than words do and provide a better grasp of relationship. This clarification allows readers to form accurate visual memories of unfamiliar people and event and to reverse flawed impression.

Even when readers are able to compensate for the missing pictures by drawing visual memories, these are rarely as vivid and accurate as the images people are able to construct from seeing the pictures. Imaging what a presidential inauguration or the inside of a spacecraft might look like is not nearly as realistic as seeing pictures of the real ceremony or the vehicle.

Friday (2002) further states that minimally, pictures point to the world as it appeared at some time, under certain conditions. Because pictures record the appearance of object in a manner closely akin to the way in which the world presents itself in ordinary perceptual experience, they show us the world as it was (even if we misunderstand the significance of what it shows) and are therefore evidence of the way the world was. What he tries to explain here is that pictures show us exactly what the event looks like but in some cases, most people get to misinterpret such pictures making it look unreal.

2.2.2 News Credibility

Hulteng and Nelson as cited in Ogunsiji (1989) defined news as anything that interests you that you didn't already know. However, Mitchell Charnley, as quoted by Ogunsiji (1989), cited in Nwanne (2016) says news is the timely report of facts or opinions that holds interest or importance or both for a considerable number of people.

Credibility comprises of the objective and subjective components of the believability of a source or a message. A long history of research shows that credibility is a multifaceted concept of with two primary dimension; trustworthiness and expertise. It is assumed that credibility of a message is receiver based judgment which involves both objective judgment

of the information quality or accuracy as well as subjective perception of the source trustworthiness, expertise and attractiveness.

According to Nwanne (2016) event does not become news until some purveyor of news gives an account of it. Closely looking at it any purveyor must maintain certain qualities.

- a) Currency: Recent happenings are often reported as news, nobody wants to read stale news the time factor in news has assumed profound importance particularly in electronic media where it is now what is happening rather than what has happened.
- b) Brevity: A news story should always be brief. Here, big words or complex sentences should be avoided because they create channel noise and render communication ineffective
- c) Objectivity: Opinionating or editorializing of news stories should be avoided; personal opinion should be avoided in news report. Therefore allow facts to speak for themselves so as to ensure credibility in news reporting.
- d) Proximity: Proximity of news is the nearness or localness of an event. People are always interested in things that concern or affect them that is to say people are interested to read about incidents in their locality. And this helps to enhance news credibility.
- e) Prominence: All men are born equal but some are more news worthy than others. Important people or those that are refer to as VIP → make news than lesser incident, individual or place e.g. the death of president or celebrity will make more news compared to the death of a common man.
- f) Human interest: Human interest simply means interest in human being and wants in that them concern men and women. It is because of this singular reaction that we furbish stories on natural disaster such as erosion menaces, fire disasters rather than written, being used unless exciting pictures are obtainable.
- g) Oddity: The unusual make news. Any event which bizarre or out of place is considered news worthy. E.g. news of a snake that swallows 10 million naira or news that a man bites a dog is more news worthy and can enhance believability of news. Those kinds of news bring about increase curiosity.
- h) Consequences: This refers to the impact or effect of an event on the audience. The news worthiness of an event can come up from how many people it affected. For instance

the closure of foreign rice importation into the country by president Buhari affected most Nigerians.

According to Nwanne (2016), second edition of essentials of news reporting and writing ↓ he says that a news story will gain more credibility if it has the 5Ws and H which is a must have in a report. The 5W's and H are the who, what, where, when, whom and how. Credibility therefore, refers to the willingness to believe what a person says and write.

Photographs are inevitable in ensuring news credibility considering what we have seen so far. As a matter of facts photojournalism in an attempt to complement or authenticate a story usually go for key pictures. Sunny Udeze (2005) noted such a key picture either runs up as much possible about the story or around the story which is complemented by incidents which add visual color and back ground information about the story or character and places mentioned on it. Therefore, selection of the most suitable subject for the key picture can depend very much on the type of story and sometimes it can be difficult one.

The key picture should present the story in a visually attractive and informative manner setting the scene and illustration as principal objectives. Sometimes, this is quite impossible and then the picture with the most impact and appeal might be selected. It is without doubt that picture is mostly influenced by our selection of news.

Picture over the years have succeeded as a means of communication. Historical evidence supports the notion that pictures language predates written language and may even predate spoken language. A picture is worth more than thousand words. This statement which is as old as the world photojournalism shows how important picture can be as a medium of communication.

The truth of this statement above was highlighted by Arthur Rothstein (1979) when he said that none of the universal language such as Esperanto, Interlingua can equal picture in this regard, the picture according to him is simple direct and easily understood. A good picture needs no translator and it sizes in the mind more readily than the words. A picture of a soldier signifies victory.

In buttressing the role picture play in bringing out messages, John F. Kennedy(1950) captures the essence of picture by telling their stories quickly and dramatically to all people of all nation, picture transcend all language barrier this means that people perception of picture is universal which can easily be decoded without wording usage. Picture has really

created much impact in mass communication one can ask how important picture is. Pictures can be used as reference, to keep memories, to authenticate a news story; it is used to tell stories etc.

Picture has greatly enhanced the news delivery functions of newspaper hence enhancing the credibility of the news. According to Okwechime (2006), illustration of news stories with photographs constitute one of the most important ingredients in the layout of newspapers. This is because in the view of Onakpa (2010), photographs records action and action speaks louder than voice.

McCroskey (1978), crowned it all saying credibility is the attitude a listener holds towards a speaker. Also the perception of news in print medium seems to be a bit different from the broadcast news perception apart from news having all the qualities require to be news W↔ and H and also determine of what news should be, a well edited picture with a news sense used to illustrate a written story has added much advance in people acceptance of news. That is it has helped to enhance news credibility.

Udeze (2005) mentioned in one of his work on photography and photojournalism, a photojournalism is the ability of a reporter to have eye for news, ability to think facts and make decision on the move when necessary, his demeanor, his skill at handling people and getting them to cooperate in order to get the picture he wants is necessary ideal that leads to getting picture that best illustrates a story.

Having mentioned all this so far it is imperative to note that the use of picture in news story has helped to shape the standard of news presentation. This is of the fact that the use of picture authenticates story, which enhances news credibility. This has none the less motivates readers to go for news story that have pictures illustrations thus kudos to the writer and photographer news.

2.3. Photojournalism and Newspaper Publishing in Nigeria

Records show that the term *Photo journalism* was coined by Frank Luther Mott, a journalism teacher, in 1942 (Lewis, 1995). That notwithstanding, the practice of photo journalism dates back to 1856. According to Harris (2005) cited in Okoro (2013: 330) ↑What we now recognize as photo journalism started with the assignment of photographer Roger Fenton of the *Sunday Times* of London, to document the Crimean War in 1856↓.

The evolution of photojournalism cannot be divorced from the development of a practical functional method that permitted the use of ↑negatives↓ in cameras, from which

↑positive↓ prints could be made. This was followed by the introduction of the ↑half tone↓ process which made it possible to quickly and cheaply reproduce photographs along with type set words (Ijeh and Anyanwu, 2014; Westbrook, 2008; Wogu, 2005).

Photo journalism can be defined as the use of photographs in the narration, description, explanation, or illustration of what has happened, what is happening, or what is about to happen. Photo journalism is described by Hasan (2014) as a form of journalism that creates visual images in order to tell a news story.

Photo journalism has become so incorporated into newspaper publishing in Nigeria that it is rare to find a newspaper that does not contain photographs in modern times. Even though the pioneer newspaper in Nigeria (*Iwe Irohin*), established in Abeokuta by Rev. Henry Townsend in 1857, did not use much of photographs because of the level of technology available to him at the time, latter colonial era newspapers incorporated pictorial presentations both to complement news stories and beautify their pages (Onakpa, 2010). It is further revealed that between 1960 and the 1970s, *The Daily Times*, which was the leading newspaper in Nigeria at the time, ushered in a new dimension in photo journalism by creating public awareness for photographic communication through more use of photographs in reportage of events in its titles.

Photo journalism has greatly enhanced the news delivery functions of newspapers in Nigeria. According to Okwechime (2006), illustrations of news stories with photographs constitute one of the most important ingredients in the layout of newspapers. This is because, in the views of Onakpa (2010), photographs record actions and ↑actions speak louder than voice↓. This submission that photographs speak louder than words is buttressed by Dominick (2013) who notes that photo journalism significantly reduces the time needed by newspaper readers to grasp the message in a news story. This is because readers could look at photos much more quickly than they could read the long text of a story.

In Nigeria (as in other parts of the world) photo journalism contributes to the effectiveness of mass communicating with newspapers in many ways. According to Wogu (2005), photo journalism in newspapers speaks the most useful and powerful universal language which transcends race, politics, religion and nationality. It therefore disseminates information without hindrances especially as its messages are simple and easily understood by all. Secondly, in closed and highly censored societies, photo journalism presents the most ready and surest means of expression that can depict what is really happening in clear and pungent terms. Photo journalism also readily convinces people about social phenomena and can therefore be very useful in propaganda and/or intensification of patriotism. Lastly, photo

journalism is said to serve newspaper page beautification purposes. This helps to attract readers → attention and sustain it.

The above functions of photo journalism in newspapers in Nigeria do not preclude it from having limitations. Wogu (2005) equally indicates that photo journalism now faces a crisis of confidence. Gone are the days when readers swallow the messages of photographs hook, line and sinker. The widespread availability of computer software that allow for photo cropping and other forms of manipulations of images in photographs has led to the questioning of the neutrality and truthfulness in pictures published on newspaper pages. Furthermore, images in photographs carry numerous meanings and each viewer can interpret them selectively. Newspapers readers therefore need to be guided by the captions that go with the photographs in order to pass the right message across. Unfortunately, some newspapers readers never get to read captions. With this, they can attach an entirely different meaning to the published photograph.

2.4 Empirical Review of Related Studies

Nkemdili Paul(2015) carried out a study the on influence of photograph on readers; a study motivated by the researchers interest in finding the importance of photographs to newspaper readers in Enugu State .The research was guided by the following research objective; to find out if quality photographs are often use with article on the Nigerian newspaper, to ascertain if readers retention is influenced by the photograph on newspaper, to examine if photographs influence readers patronage of newspaper, to investigate if photographs captivate the attention of newspaper readers , to know if readers prefer articles with photographs to articles without photographs.

The study which employed the agenda setting theory adopted the survey research method as its research methodology. The findings of the study indicate that photographs give more information about written information on the newspaper. The finding indicted that 90% of readers are of the opinion that pictures help them remember what they read in the newspaper. Pictures according to the study increase the patronage of the newspaper.

The survey research method used questionnaire as instrument for gathering data for the findings of the study. In addition to the theory of agenda setting used in Paul's study; my study employed the uses and gratification theory as its theoretical frame work. Paul's study also relates to this study based on the fact that both works focus on the importance of picture in newspaper. However Paul's Study did not reveal the credibility of pictures to the news story which is one of the objectives this present study hopes to achieve.

Aqsa Iram Shahzadi Khan and Bilal Mazhar (2017) conducted a research on the effect of photojournalism on readers exposure and retention. The research was guided by the following research objectives; to identify photojournalism as important variable which effect retention of specific news stories, to determine if news story with imageries or without imageries is appealing to the readers, to access the attitude of readers towards news stories with images and news stories without images, to describe the importance of images related with news stories, to identify photojournalism as important variable which effect retention of specific news stories.

The findings of the study indicate the 47.5% of the readers are of the opinion that news story accompanied with photo aids retention of the news stories. The survey research method used questionnaire as instrument of gathering data for the findings of the study. Aqsa Iram Shahzadi Khan and Bilal Mazhar (2017) relate to this study based on the fact that both works focus on finding out readers perception if news stories with pictures aids readers retention

Aliba Victory (2018) carried out a study on reader's perception of the use of photographs as an element of news credibility in Benin State. The research was guided by the following research objectives: to find out reader's perception of pictures as credibility element, to find out if the use of photographs in news stories sustain their interest in the story, to establish if readers prefer articles with photographs to articles without photographs.

The theory employed the Uses and gratification theory and agenda setting theory. It also adopted the survey research method as its research methodology. The findings of the study discovered that 196% of readers are of the opinion that pictures attract them to the news. Victory's survey research methods use the questionnaire as instrument for gathering data for the findings of the study. Victory's study also related to this study based on the fact that both work to reveal the credibility of pictures to stories on the newspaper.

Pictures no doubt have a lot of impact in enhancing credibility of stories as reflected. It is not surprising that pictorial message is one of the easiest way in which communication is made possible. Audiences are made to understand clearly the message that is passed through to them with the use of picture.

2.5 Theoretical Framework

This study is built on source credibility theory and supported by users and gratification theory

2.5.1 Source Credibility theory

Source credibility theory as propounded by Hovland, Janis and Kelly (1963) stated that people or receivers are more likely to be persuaded when the source present itself as credible. Source credibility can be seen as a situation where message believability is dependent on the credibility status of the sender in the minds and eyes of the receivers. Source credibility theory is concerned with communicator positive characteristics that affect the receiver's acceptance of a message. Therefore, it is how people believe the media messages of various media platforms.

According to Bonachristus Umeogu (2012), source credibility dates back to Aristotle theory of Rhetoric. Aristotle defines rhetoric as the ability to see what is possibly persuasive in every situation. He divided the means of persuasion into three categories, namely Ethos (the source's credibility), Pathos (the emotional or motivational appeals), and Logos (the logic used to support a claim), which he believed have the capacity to influence the receiver of a message. According to Aristotle, the term ↑Ethos↓ deals with the character of the speaker. The intent of the speaker is to appear credible. In fact, the speaker's ethos is a rhetorical strategy employed by an orator whose purpose is to "inspire trust in his audience.↓ Source credibility has two key components: trustworthiness and expertise, which both have objective and subjective components. Trustworthiness is based more on subjective factors, but can

include objective measurements such as established reliability. Expertise can be similarly subjectively perceived, but also includes relatively objective characteristics of the source or message (e.g. credentials, certification or information quality). Secondary components of credibility include source dynamism (charisma) and physical attractiveness

According to Bonachristus Umeogu (2012), he said that messages from the media should be clear (easily understood), accurate (how well documented the information is and how true it is) and trustworthy (how believable the information is). Source credibility therefore comprises the objective and subjective components of the believability of a source or message.

Bonachristus Umeogu (2012) said that there are some news happenings that people cannot witness them first hand, but accompanying pictures and getting a reliable account from a source that witnessed what happened, helps us to view these stories. Pictures and accurate stories have great effect on readers; they are used by editors to attract readers to the newspaper because they know newspapers with picture will be popular among readers and so credible.

2.5.2 Uses and gratification theory

The uses and gratification theory was propounded by Katz in 1970 and is concerned with how people use the media for gratification of their needs. Uses and gratifications approach also postulates that the media compete with other information sources for audience need satisfaction. As traditional mass media and news media continue to provide people with a wide range of media platforms and contents, it is considered one of the most appropriate perspectives for investigating why audience choose to be expose to different media channels. That is, why is it that people like some media content and dislike others? This approach emphasizes audiences→choice by accessing their reason for using a certain media to the disregard of others as well as the various gratifications obtained from the media, based on individual social and psychological requirements Severin & Tankard, 1997(Asemah, 2011). Since the theory assumes that audience members have various reasons and purpose for using the media, the media practitioners should therefore design messages that will serve the various purposes of the audience .This implies that messages from the mass media should be educative, entertaining and informative. More so they should socialize and reflect that entire event happening in the society.

The reason for using this theory is based on the fact that this theory is an invaluable mass media audience theory which presupposes that people choose to attend to particular

media channels or type of contents for various gratifications that they tend to get from them, thus the researcher finds the uses and gratification theory more apt for the study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the method used for this study. It comprises the description of the research design, study population and the techniques used to select the sample. The Chapter also provides information on data gathering and analysis.

3.2 Research Design

Based on this, the research design adopted in this study is survey. The survey research design employs the use of questionnaire as its instrument for gathering data that are large to be collected with relative ease from a variety of respondents who constitute the sample size of the study. The survey research design was adopted to enable the researcher involve the use of a set of questions on various aspects of the subjects of the study to which selected members of the study → population (i.e the sample of the study) are expected to react to via the instrumentality of the questionnaire.

Survey according to Asemah, Gujbawu, Ekharefo and Okpanachi (2012, p.107) is an empirical study that uses questionnaires or interviews to discover descriptive characteristics of a phenomenon. Survey is basically getting the opinions of people on a particular research topic.

3.3 Population of the Study

The population of the study refers to the number of all items or subjects that possesses the knowledge of the phenomenon being studied from which the data for the study would be gathered. The population of the study to a large extent allows the study draws its sample in such a manner that will be a representation of the entire group.

For the purpose of this study, the residents of Oredo LGA, Benin City, Edo State formed the population of this study. The total population of Oredo LGA is 490,600 a projection of National Population Commission of Nigeria (website) in 2016.

3.4 Sample Size

The sample size of this study was 100 respondents used to represent the estimated 490,600 Oredo resident in the state. The sample size was arrived using the Taro Yamane formula. Taro Yamane sample size formula is presented as:

$$n = \frac{N}{1 + N(e)^2}$$

N = Population size

e = Sampling error (0.10)

Applying the following below;

$$n = \frac{490,600}{1 + 490,600(0.10)^2}$$

$$n = \frac{490,600}{1 + 490,600(0.01)}$$

$$n = \frac{490,600}{1 + 4906}$$

$$n = \frac{490,600}{4907}$$

$$n = 99.9 \sim 100$$

3.5 Sampling Procedure

For this study, simple random sampling is used. Simple random sampling is the process of selecting a sample in such a way that all individuals in the defined population have an equal and independent chance of being selected for the sample. In other words, in a simple random sampling, all possible samples of fixed size have the same probability of being selected. In relation to this study, it allowed the researcher to engage with informants for extended period of time, thus encouraging the compilation of richer amount of data than would be possible using simple random sampling. In the application of this technique to this

study, the respondents were selected by the researcher based on their exposure and use of Vanguard and the Nigerian Observer newspaper.

3.6 Description of Instrument

The research instrument employed for data collection in this study is the questionnaire. The questionnaire is a list of questions designed to elicit information from respondents by filling in the answers in the spaces provided for the purpose (Asemah, 2009).

The reason for the choice of instrument is that, it is a reliable source of data collection, because; it tends to get answers from the respondents in a well-structured format, and also represents the minds of individuals who make up the population being studied. The questionnaire was useful to the researcher because it elicits the required response from the respondents in order to ensure that the goal of the research is actualized; it aids standardization of the research questions.

The questionnaire for this research included close-ended questions which provided options for the respondents to choose from respectively in answering the questions. The questionnaire comprised two sections. The first section focused on the demographic characteristics of the respondents, such as; age, gender, educational qualification, department and religion. The second section contained items which are close-ended questions relating to the research questions of the study.

3.7 Validity of Research Instrument

Validity refers to the accuracy or truthfulness of a measurement (Asemah et al 2012, p. 201). Validity is the extent to which an instrument measures what it is supposed to measure and performs as it is designed to perform.

To this end, every research work is subject to validation and approval of the research supervisor as a pre-test. Therefore, for this study, the research instrument which is the

questionnaire was subject to the examination and approval of the research supervisor as a pre-test.

3.9 Method of Data Collection

The methods of data collection for this study are both the primary and secondary sources of data collection. The primary source of data collection in this research is the survey research method, using the questionnaire as instrument of data collection. It is a set of questions drawn from various aspects of the subject matter to which the sample is requested to react.

For this research, the questionnaire was administered to the respondents who were purposively selected by the researcher among the population of Oredo LGA of Benin City, Edo State. The secondary data were obtained from published books, journals, articles, and the Internet.

3.10 Method of Data Analysis

The data of this study was analyzed using presentation in table with percentages. The use of tables with percentages allowed for easy analysis of figures, easy comparison of data and consistent manner that goes with using tables for presenting data. The method of presenting the data collected for this study is the quantitative method of data analysis. The quantitative method of data analysis involves the presentation of statistics to confirm or invalidate the researcher's theses and answer whatever questions she has posed.

The tables which have titles include columns, rows and figures and clearly delineated to avoid confusion of data presented. The tables also aided the explanation of the analysis and enhance presentation of double-option responses.

Data collected were analyzed using simple percentage method. Responses given in the questionnaires were presented in tables form.

The formula

$$\frac{\text{Total Number of Respondents}}{\text{Total Number of Responses}} \times 100$$

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter is aimed at analyzing the data gathered during the course of this research work as well as presentation and discussion of findings. The data is based on the questions raised in the questionnaire which had to do with assessment of the impact of pictures in enhancing credibility stories in the print media; a study of Vanguard and the Nigerian Observer newspaper.

Sample percentages are used and a table is structured for data presentation. All 100 questionnaire administered and distributed were retrieved by the researcher. Therefore, this presentation and analysis is based on 100% return rate.

4.2 Data Presentation

Table 1: Sex Distribution of Respondent

Sex	Number	Percentage
Female	29	29%
Male	71	71%
Total	100	100

Source: Field Survey, 2021

Table one shows that 71 (71%) of the respondents are male. Therefore, the male formed the majority of the respondents for the study.

Table 2: Age Distribution of the Respondents

Age bracket	Frequency	Percentage
18-20	12	12%
21-30	25	25%
31 - 35	28	28%
36 - above	35	35%
TOTAL	100	100

Source: Field Survey, 2021

Table 2 above shows that 35 (35%) fall within the age range of 36-above. Therefore 36-above form the majority of the age bracket of the respondents.

Table 3: Marital status of respondents

Maritalstatus	Number	Percentage
Single	36	36%
Married	59	59%
Divorced	5	5%
Total	100	100

Source: field survey, 2021

Table 3 above shows that 59% are married. Therefore, 59% formed the majority of the marital status of the respondents.

Table 4: Educational Status of Respondents

Education	Number	Percentage
SSCE	30	30%
OND/NCE	25	25%
HND/B.Sc	35	35%
Others	10	10%
Total	100	100

Source: Field Survey 2021

Table four shows that 35(35%) represent those with HND/B.SC. Therefore, 35% formed the majority of the educational status of the respondents.

Table 5: Occupation of the respondents

Occupation	Frequency	Percentage
Student	12	12%
Worker	83	83%
Others	5	5%

Total	100	100
-------	-----	-----

Source: Field Survey, 2021

Table 5 shows that 83(83%) are workers. Therefore, 83% formed the majority of the occupational status of the respondents.

Table 6: Religion of the Respondents

Religion	Number	Percentage
Christian	85	85%
Muslim	15	15 %
Total	100	100

Source: Field Survey, 2021

Table 6 shows that 85(85%) respondents are Christians. Therefore, 85% formed the majority of the religious status of the respondents.

Table 7: Views on if respondents read Vanguard and the Nigerian Observer Newspapers

Variable	Frequency	Percentage
Yes	70	70%
No	30	30%
Total	100	100

Source: Field Survey, 2021

Table 7 shows that 70% of the respondents that were administered the questionnaire do read Vanguard and the Nigerian Observer newspapers. Therefore, 70% formed the majority of the views of the respondents.

Table 8: Views on how often respondents read Vanguard and the Nigerian Observer newspaper

Variables	Frequency	Percentage
Very often	55	55%
Often	15	15%
Rarely	22	22%
Never	8	8%

Total	100	100
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Source: Field Survey, 2021

Table 8 shows that 55% of the respondents said they read newspaper very often. Therefore, 55% formed the majority of the views of the respondents.

Table 9: Responses on whether photographs influence respondents to buy Vanguard and the Nigerian Observer newspapers

Variable	Frequency	Percentage
Yes	69	69%
No	31	31%
Total	100	100

Source: Field Survey, 2021

Table 9 shows that 69% of the respondents indicated that photographs influence them to buy Vanguard and the Nigerian Observer newspapers. Therefore 69% formed the majority of the response of the respondents.

Table 10: Responses of the respondents on whether Vanguard and the Nigerian Observer draw readers attention to the newspaper.

Response	Frequency	Percentage
Strongly Agree	28	28%
Agree	66	66%
Neutral	5	5%
Disagree	1	1%
Strongly disagree	0	0
Total	100	100

Source: Field Survey, 2021

Table 10 shows that 66% of the respondents agreed that Vanguard and the Nigerian Observer photograph draw readers attention to the newspaper. Therefore, 66% formed the majority of the response of the respondents.

Table 11: The Vanguard and the Nigerian Observer photograph aid retention of the stories.

Response	Frequency	Percentage
Strongly Agree	60	60%
Agree	25	25%
Neutral	15	15%
Disagree	0	0%
Strongly disagree	0	0%
Total	100	100

Source: Field Survey 2021

Table 11 shows that 60% of the respondents strongly agree that Vanguard and the Nigerian Observer photograph aid retention of the stories. Therefore, 60% formed the majority of the response of the respondents.

Table 12: Responses on whether articles with pictures are more captivating than articles without pictures.

Response	Frequency	Percentage
Strongly Agree	74	74%
Agree	21	21%
Neutral	5	5%
Disagree	0	0%
Strongly disagree	0	0%
Total	100	100

Source: Field Survey 2021

Table 12 shows 74% of the respondents strongly agree that articles with pictures are more captivating than articles without pictures. Therefore 74% formed the majority of the response of the respondents.

Table 13: Responses on whether newspaper photograph shed more light to the stories.

Response	Frequency	Percentage
Strongly Agree	55	55%
Agree	35	35%
Neutral	7	7%
Disagree	3	3%
Strongly disagree	0	0
Total	100	100

Source: Field Survey 2021

Table 13 shows that 55% of respondents strongly agree that newspaper photograph shed more light to the stories. Therefore, 55% formed majority of the response of the respondents.

Table 14: Newspapers without pictures make the article uninteresting to read.

Response	Frequency	Percentage
Strongly Agree	30	30%
Agree	49	49%
Neutral	17	17%
Disagree	4	4%
Strongly disagree	0	0
Total	100	100

Source: Field Survey 2021

Table 14 shows that 49% of the respondents agree that newspapers without picture make the article uninteresting to read. Therefore, 49% formed majority of the response of the respondents.

Table 15: Pictures in newspaper play an important role in enhancing stories.

Response	Frequency	Percentage
Strongly Agree	65	65%
Agree	20	20%
Neutral	10	10%
Disagree	3	3%
Strongly disagree	2	2%
Total	100	100

Source: Field Survey 2021

Table 15 shows that 65% of the respondents strongly agree that pictures in newspaper play an important role in enhancing stories. Therefore, 65% formed majority of the response of the respondents.

Table 16: Responses on if there is any other means of enhancing stories credibility apart from the usage of photographs

Variables	Frequency	Percentage
Yes	73	73%
No	27	27%
Total	100	100

Source: Field Survey, 2021

Table 16 shows that 73% of the respondents believe that there are other means of ensuring news credibility apart from the usage of photograph. Therefore, 73% formed majority of the response of the respondents.

Table 17: Responses from respondents that chose that there are other means of ensuring news credibility apart from photograph

Variables	Frequency	Percentage
Attribution of news sources	8	10.95%
Credibility of the organization	11	15.06%
Credibility of the reporters	21	28.76%
All of the above	29	39.72%
None of the above	4	5.47%
Total	73	100

Source: Field Survey, 2021

Table 17 shows that 39.72% of the respondents chose that all the above mentioned helps in ensuring news credibility. Therefore, 39.72% formed the majority of the response of the respondents.

Table 18: Responses on how they would rate the impact of pictures to stories.

Variables	Frequency	Percentage
Encouraging	100	100%
Not encouraging	0	0
Total	100	100

Source: Field Survey, 2021

Table 18 seeks to find out the impact of picture on news credibility. Thus 100% of the respondent rate the impact encouraging.

4.3: Discussion of Findings

Research Question 1: To what extent do readers know about Vanguard and the Nigerian Observer newspaper?

From the responses gotten from sampled respondents, findings in table 7 reveals that 70% of the respondents majority of the respondents know about Vanguard and the Nigerian Observer newspaper. Findings from table 8, also show that 55% and 40% of the respondents claim to read Vanguard and the Nigerian Observer newspaper very often and often respectively.

The result thus prove that the respondents are conversant with the newspapers and they read it very often.

Research Question 2: To what extent does pictures influence readers patronage of Vanguard and the Nigerian Observer newspaper?

To answer the above question reference is made to table 9. 69% representing majority of the respondents affirm that pictures often influence them to purchase Vanguard and the Nigerian Observer newspaper and only a little minority of the population thinks otherwise.

Research Question 3: To what extent does photographs captivate readers attention of Vanguard and the Nigerian Observer newspaper?

In reference to table 10, it is evident that 66% of the respondents agree that photographs captivate readers attention to Vanguard and the Nigerian Observer newspaper while 28% of the respondents Strongly agree.

This implies that photographs no doubt definitely have a way of captivating readers attention to Vanguard and the Nigerian Observer newspaper.

Research Question 4: To what extent is readers retention influenced by the photographs on Vanguard and the Nigerian Observer newspaper?

Findings from table 11, reveal that majority of the respondents are influenced by the photographs on Vanguard and the Nigerian Observer newspaper as it helps to aid retention of the stories. 60% of the respondents strongly agree while 25% agree and 15% were neutral that photographs aids retention of the stories in Vanguard and the Nigerian Observer newspaper.

Research Question 5: To what extent do readers prefer articles with pictures to articles without pictures?

To answer this research question table 17 will be instructive in answering this question. The findings shows that majority of the respondents responded on when asked if they prefer article with photograph to articles without photographs said that they do. This majority is represented by 74 respondents while representing 74%, 21 respondents, representing 21% said they would prefer articles without the usage of photograph in it, 5% were however neutral.

To this end, the result above shows that the impact of pictures to enhancing stories in the print media cannot be overemphasized as picture plays an important role.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary of Findings

This study is to assess the impact of pictures in enhancing credibility of stories in the print media; a study of Vanguard and the Nigerian Observer newspaper. It is a known fact that people have been in doubt over what picture can do to stories, but with the findings made in this study, the impact of picture in stories was highlighted with the tendency of uprooting the doubt that have been in existence. From the analysed result, the findings of this study include:

- 1) Photographs in newspaper help to enhance the retention of readers.
- 2) Photographs influence the readers → patronage of newspapers. From this study, it has been observed that most newspaper reader prefer newspapers with photographs to newspapers without photographs.
- 3) In addition, it shows the impact of pictures to stories credibility which compelled people to read the newspaper, attract them to the newspaper and further the understanding of the stories.
- 4) From the finding of this research it is evident that photograph draws the attention of the readers toward the stories.

5.2 Conclusion

There is no doubt that picture has a lot of impact in enhancing credibility of stories as reflected in the data analysis and interpretation. It is not surprising that pictorial message is one of the easiest way in which communication is made possible. Audiences are made to understand clearly the message that is passed through to them with the use of picture. Based on this it is safe to conclude that photographs aids the attentiveness, retention and attractiveness of the readers to the Nigerian observer newspaper. Photographs also influences

readers→patronage of the newspaper. Finally, it is safe to conclude that most newspaper reader prefer Newspaper with photographs to newspapers without photographs.

5.3 Recommendations

Based on the data collected and analyzed almost all the respondents agreed that they have knowledge of picture and the role it plays in ensuring credibility of stories. Irrespective of this,

1. Since photograph enhances the credibility of stories, stories should always be accompanied with photographs so as to enable audience have a better understanding of the news.
2. All forms of mendacity in photography in form of image manipulations and photo cropping must be avoided.
3. Photojournalists must uphold the journalism ethics of fairness and objectivity in the taking and production of photographs to be used in news reporting.
4. Editorial personnel must be careful in captioning photographs to avoid misleading or confusing captions.

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APPENDIX I

Department of Mass Communication,
Faculty of Arts,
University of Benin,
Benin City.
September 2021.

Dear respondent,

REQUEST FOR THE COMPLETION OF QUESTIONNAIRE

I am a final year student of the above named department in the above named institution. I am conducting a research on **↑Assessment of the impact of pictures in enhancing credibility of stories in the print media a case study of Vanguard news and the Nigerian Observer newspaper↓** in partial fulfillment of the requirement for the award of Bachelor of Arts in Mass Communication and would need the necessary information for the completion of the work from you.

You have been selected to participate in this exercise. Please kindly fill the questionnaire to the best of your knowledge and in all honesty. Be assured that answers given will be treated with utmost confidentiality as the information you provide is for academic purposes only.

Thanks for your anticipated response.

Yours faithfully,

Akhimien, Priscillia Elomese
Researcher

APPENDIX II

QUESTIONNAIRE

INSTRUCTION: Please tick the boxes below to indicate your choice of answer.

PART A: DEMOGRAPHICS INFORMATION

Gender: Female [] Male []

Age: 18 - 20 [] 21- 30 [] 31 - 35 [] 36 and above []

Marital Status: Single [] Married [] Divorced []

Education: SSCE [] OND/NCE [] HND/B.Sc. [] Others []

Occupation: Student [] Worker [] Others []

Religion: Christian [] Muslim []

PART B: ASSESSMENT OF THE IMPACT OF PICTURES IN ENHANCING CREDIBILITY OF STORIES IN THE PRINT MEDIA; A STUDY OF VANGUARD AND THE NIGERIAN OBSERVER NEWSPAPER

1. Do you read Vanguard and the Nigerian Observer newspapers? Yes [] No []
2. How often do you read Vanguard and the Nigerian Observer newspapers? Very often [] Often [] Rarely [] Never []
3. Do photographs influence you to buy Vanguard and the Nigerian observer newspapers? Yes [] No []
4. The Vanguard and the Nigerian observer photograph draw readers attention to the newspaper. Strongly Agree [] Agree [] Neutral [] Strongly Disagree [] Disagree []
5. The Vanguard and the Nigerian Observer photograph aid retention of the stories. Strongly Agree [] Agree [] Neutral [] Strongly Disagree [] Disagree []
6. Articles with pictures are more captivating than articles without pictures. Strongly Agree [] Agree [] Neutral [] Strongly Disagree [] Disagree []
7. Newspaper photograph shed more light to the news stories. Strongly Agree [] Agree [] Neutral [] Strongly Disagree [] Disagree []
8. Newspapers without pictures make the article uninteresting to read. Strongly Agree [] Agree [] Neutral [] Strongly Disagree [] Disagree []
9. Pictures in newspaper play an important role in ensuring news stories. Strongly Agree [] Agree [] Neutral [] Strongly Disagree [] Disagree []
10. Is there any other means of ensuring news stories credibility apart from the usage of photograph? Yes [] No []
11. If yes, what means? Attribution to news sources [] Credibility of the organisation [] credibility of the reporters [] all of the above [] none of the above []
12. How can you rate the impact of pictures to news stories? Encouraging [] Discouraging []