

**READERS PERCEPTION OF THE UTILIZATION OF
PHOTOGRAPHS IN THE NIGERIAN OBSERVER NEWSPAPER
IN BENIN CITY.**

BY

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
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DECLARATION.

This project is based on a study undertaken by me in the Department of Mass Communication, Faculty of Arts, University of Benin under the supervision of Dr. F.P. Olise. All ideas are product of my personal research and the views of others are duly acknowledged.

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CERTIFICATION

This is to certify that this research was carried out by Ojong Henry Ekom-Nse with matriculation number ART1601496 of the Department of

Mass communication, University of Benin, and it is adequate in scope for the award of Bachelor Degree in Mass Communication (BARTMAS).

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Date

-

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Date

DEDICATION

This project is dedicated to Almighty God who faithfully gave me the strength and courage to go through this programme in spite of the challenges; and to my parents, Mr. Ojong kieran and Mrs. Veronica Edet

Coco Bassey, for being there for me, teaching, leading and seeing me through. Much love from this side!

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ABSTRACT.

This study was undertaken to ascertain readers perception of the utilization of photographs in the Nigerian observer newspaper in Benin City. Thus, the survey design was employed with the aid of a 9- item questionnaire to elicit response from 300 residents in Benin City. The sample was selected purposively based on background knowledge of the topic. Data generated were analyzed using the simple percentage, presented using frequency table. Findings reveals that majority of the people's perception are influenced by photographs used in the Nigerian observer newspaper in Benin City. Also found out that readers of the newspaper judge the credibility of the stories posted based on the photographs accompany such stories. The study concluded that the photographs are the windows from which readers of newspaper can see into the stories. Therefore, the study recommended newspaper owners should ensure that they make extensive use of photographs in their publications and to increase readership, they must use colorful and attractive photographs that can capture the attention of readers among others.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

As a concept, photography is coined from two Greek words, photos and graph which mean light and writing respectively. Photography is an art practiced by anyone who can use the camera effectively. A good photograph is worth even more than a million words put together (Ogah, 2006) drawn from a Chinese adage. This statement and similar ideas posited by various scholars and practitioners of photography has been the bedrock on which photographs are being used in journalism. The print media in Nigeria is very well conversant with the use of photographs to tell stories, these photo stories are most times the major happenings in the country. Akinfeleye (1982) cited in Ogah, Obaje and Onwuamaeze (2016) posits that photography is the process or technique of producing images that mirror reality. It is a language; it is never a reality but near a reality.

This implies that photography is a representation and not the actual subject or object.

Spencer (1973) cited in Ogah et al (2016) similarly defines photography as the science, art and practice of creating durable images by recording light or other electromagnetic radiation, either chemically by means of a light-sensitive material such as photographic film, or electronically by means of an image sensor. Photographs have had a long history of telling stories that may be difficult to tell with words. Where words have failed, photographs have aided in the dissemination of the news. The use of photographs gives the audience of journalism another dimension of information that they cannot get with words. It often gives life and form to the words that journalists use (Ogah et al, 2016). Images are bearers of meanings, enduring carriers of ideals and myths (Adatto 2008). The field of photojournalism is generally considered to address the presentation of news and information primarily through visual images. Documenting relevant social and political issues, at its best photojournalism may provoke engagement with written news reports and may question the status quo. And sometimes it may be seen to "capture art

in real life" (Winslow, 2006).

Khan and Mazhar (2017) describes photojournalism as a modern form of journalism. It includes production of images related to news events in order to develop better understanding of event in reader's mind. They further posit that it is the most universal form of mass media as even illiterate person can understand depth and intensity of issue by simply having a glance over photo. Photographs are used with accompanying text to establish better understanding about event in reader's mind. There are some happenings that people cannot witness first hand, but accompanying image with the news helps to view and practice these news events. Images have great effect on readers, they are used by editors to set agenda of public because they know news with images will be popular among reader, they will have perception about those issues and considered them important. The growing use of imagery in news reporting and daily life has been characterized a picture flood. Images remains in memory more easily and for longer period of time then text, that's why images have strong effect on our perception, judgment and our retention. It is widely understood and accepted that images used in news can stir emotions.

Throughout its history, the field of photojournalism has responded to pressures to provide aesthetically pleasing images along with authentic and truthful information about the world. As photographs began to provide objective news accounts, bolstering the authority of journalism, they acquired an aura of reality, truth, and objectivity documenting important events for readers. For example, photojournalists' realistic and graphic depictions of happenings in the north and other troubled part of the nation. The images reported are usually the real insight ad to the gravity of the activities divulging the country of its peace and unity. It is against this background that this study investigates reader's perception of the utilization of photographs in the Nigerian Observer newspaper in Benin City.

1.2 Statement of the Problem

The credence that comes with the use of photographs in print media especially in Nigeria is second to none. Photography over the years have played a virtual role of reminiscing historical events and experiences that the public never knew about, and buttressing them with pictorial revelation. Several case of photographs are being used to expose the truth. Despite the

introduction of the audio visual media like Television, the use of Photograph did not reduce. It still stands as the spring board for journalism in Nigeria. In fact, the print media over the Years cannot fully boast of completeness and accurate reportage of events without the use of photographs.

However, in Today digital Photography, photographs are now frequently photoshopped, edited and distorted which may have negative effect on the credence given to photograph used in the media. It has now become difficult to differentiate between fake news pictures and real photographs nowadays, it is commonly believed that if one adds a few photoshopped photos to fake news and the story becomes more engaging and more likely to go viral for the wrong reasons. With these trends, would readers of newspaper believe all the photographs used in such newspaper? To what extent would utilization of photographs in newspaper affect readership of the paper? Although there are several studies that have been carried out on the utilization of photograph.

1.3 Objectives of the Study

1. Find out reader's perception of the quality of photographs used in Nigerian Observer Newspaper in Benin City?
2. Determine the ways the use of photographs in the Nigerian Observer Newspaper influence readers in Benin City?
3. Find out the extent the utilization of photographs in the Nigeria Observer Newspaper affect readership of the paper in Benin City?

1.4. Research Questions

The research questions are formulated to help the researcher carry put this study.

They are as follows:

1. What are the readers perception on the quality of photographs used in Nigerian Observers Newspaper in Benin City?
2. What are the ways to determine the influence of photographs in the Nigeria Observer Newspaper in Benin City?
3. How has photographs been utilized in the Nigerian Observer Newspaper Benin City

1.5. Significance of the Study

This study would enable the publishers of newspapers and magazines know the level of communication derived from the pictorial stories. Also, this study would serve as a reference to other study that wishes to further research on the effectiveness of pictures in attracting readers.

Finally, it would serve as a foundation for other researchers that seek to determine the effectiveness of photographs in news reportage.

1.6. Scope of the study

The study was limited to Reader's Perception of the Utilization of Photographs in the Nigerian Observer newspaper in Benin City. The scope of this study also covered readers perception on the quality of photographs used in Nigerian Observers Newspaper in Benin City

The scope of this study was limited to the readers of Nigerian Observer newspaper in Benin City because, not only were they considered to be mature enough to provide realistic data for studies of this kind, but they were also considered to be adequately familiar with the term 'photographs'. This platform also gives the readers the opportunity to

express their feelings and observations towards the topic of study.

1.7 Limitations of the Study

Conducting a research of this nature is not without some constrain. First, because the study was focused in the Nigerian Observer newspaper which happens to be the one and only Observer papers in Nigeria. The research design employed in this study was with the aid of the questionnaire. Study of this nature would have been better enhanced and generalized if, multiple research instruments were utilized. Nevertheless, the information gathered serves as a good foundation material for an assessment of readers perception to the importance of photographs.

In addition, the uncooperative attitude of the respondents towards the researcher in filling the questionnaire was another limitation to this study. Most of the respondents were nor willing to attend to the questionnaire on the spot and some were not disposed to giving our relevant information to the researcher for reasons best known to them. Also, some respondents demanded for gratification before they cab attend

to the questionnaire.

1.8 Operational Definition of Terms.

Terms frequently used in this study are defined in order to provide clarification and understanding of the use of these terms and avoid misunderstanding.

Benin city: is the capital of Edo state, Southern Nigeria.

Newspaper: A printed publication containing news and stories that appeal to a heterogeneous audience

Nigeria Observer: the Nigeria observer is a daily newspaper published in Benin City, Edo state Nigeria, it has been published since May 1968

Photograph: A picture formed by means of the chemical action of light on light-sensitive material

Perception: the way in which something is regarded understood or interpreted it is also the sensory experience of the world it involves recognizing environment stimuli and action in a response to these stimuli

Utilization: the action of making practical and effective use of something.

CHAPTER TWO

LITERATURE REVIEW

Preamble

This chapter involved a review of related literature covering the following headings:

2.1 History of Photography.

2.2 Concept and History of Photo Journalism

2.3 History of Photo Journalism in Nigeria.

2.4 Quality and influence of Photographs in the Print Media on readership

2.5 Review of Empirical Studies

2.6 Theoretical Framework

2.1 History of Photography

The history of photography can be traced to the invention of the camera obscura image projection by Alhazen (Ibn Al-Haytham) and the discovery of visible alteration of substances when exposed to light, as

discovered by observation (Wikipedia, 2021). Prior to the uncertain process employed on the Turin Shroud in the 18th century, no artefacts or descriptions indicates that anyone imagined capturing images with light sensitive materials. Johann Heinrich Schulze, around 1717 captured cut-out letters on a bottle of light-sensitive slurry, but he apparently never thought of making the results durable, around 1800, Thomas Wedgwood made the first reliably documented, but unsuccessful attempt at capturing camera images in permanent form. This experiment did produce detailed photograms, but Wedgwood and his associate Humphrey Davy found no way to fix these images (Wikipedia, 2021).

NicéphoreNiépce first fixed an image that was captured with a camera in the mid-1820s, but at least eight hours or even several days of exposure in the camera were required and the earliest results were very crude. Niépce's associate, Louis Daguerre, developed the daguerreotype process, the first publicly announced and commercially viable photographic process. The daguerreotype required only minutes of exposure in the camera, and produced clear, finely detailed results. The details were shared to the world in 1939, a date generally accepted as the

birth year of practical photography. The metal-based daguerreotype process soon had some competition from the paper-based calotype negative and salt print processes invented by William Henry Fox Talbot. Subsequent innovations made photography easier and more versatile. New and improved materials reduced the required camera exposure time from minutes to seconds, and eventually to a small fraction of a second; new photographic media were more economical, sensitive or convenient, including roll films for casual use by amateurs (Wikipedia, 2021).

The revolution of commercial photography started with the introduction of computer-based electronic digital cameras in the 1990s. The first decade of the 21st century saw the increasing marginalization of traditional film based photochemical methods. The practical advantages of the new technology became widely appreciated and the image quality of moderately priced digital cameras was continually improved, especially since cameras became a standard feature on smart phones and taking pictures, an everyday practice around the world (Wikipedia, 2021).

2.2 Concept and History of Photojournalism

Photojournalism is a term derived from two words- 'photo' and 'journalism'. It's best defined in a layman's understanding as the telling stories with the use of photographs. It basically involves the reporting of newsworthy materials via the camera.

This concept of journalism has over the years gained popularity and wide practice around the world. In recent times it is almost impossible to see a newspaper or magazine that does not contain a photograph.

(Ogah et al, 2016) defines photojournalism as photographic journalism where pictures are exhaustively used in the narration or reporting, and/or as back up to a news story. Photojournalism provides substantial pictorial evidence to news stories for the purpose of authenticating the validity and credence of the news.

Orhewere (2013) posits that just like any other ethical evaluation in journalism, photojournalism must adhere to some news values in order for it to be regarded as true and relevant. The following are the attributes of a good news photograph:-

- i. Story telling: Photojournalism, by implication means news writing without using a pen. Thus the photograph must be able to illustrate a story. This will help the audience comprehend the story better.
- ii. Universal interpretation: The photograph must attract a universal interpretation from all those who are seeing it (this is very applicable to sport audience who value the use of pictures to describe an action in sports).
- iii. Representation of mood: The news photograph should be related to and in fact, represent the overall written news it is meant to accompany.
- iv. Attractiveness: News photographs must be attractive (that is always the case in sports journalism). This is the sole way enough attention can be generated and sustained for the overall benefit of the organization concerned.

Furthermore, photojournalism requires realistic images in telling a news story.

2.3 History of Photo journalism in Nigeria

Photojournalism 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(Ijeh, 2015). Onakpa, (2010) suggested that even though the pioneer newspaper in Nigeria (IweIrohin), 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. With the establishment of papers like the Daily Times of Nigeria (1926), The Lagos Daily News (1927), The Comet (1932) and The West African Pilot by Dr. Nnamdi Azikiwe, the use of extensive photographs in news reportage became more popular.

The colonial officers promoted pictorial communication in Nigeria through the creation of a photograph sector of the public relation department. The new sector was saddled with the responsibility of issuing out free photographs to newspaper organizations in Nigeria. There have been total transformations in the photojournalism practice of Nigeria as all news publications adapt news pictures in the narration and dissemination

of information (Ogah et al, 2016).

According to (Ijeh 2015) 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. Another limitation of photojournalism in telling the news story stems from the fact that photographs only capture actions and not motives. With this, photojournalism can communicate messages completely out of context.

2.4 Quality and influence of Photographs in the Print Media on readership.

Encoding messages in pictorial form for the print media has had an

important role to play in respect to the present nature of the print media in Nigeria. It can be concludes that the photographs attract the readers to the newspaper or magazine. This posits that the print media uses photographs to attract its readers to the stories contained therein. The use of picture in the print media ensures readership of the paper or magazine. In a news story, the photographs serve to draw attention to a big story, further illustrate statements made in a story and give the reader more details about the information presented. Photographs in a news story can stimulate opinion change.

Furthermore, the news photograph connects the readers to a story in a way that text alone cannot. Graber (1996) said that combining pictures with words makes the message more memorable. The elements of a picture which consists of emotion immediacy and environment captured can produce dramatic information which is not necessarily conveyed through textual information alone. He further attributes this to the fact that the human brain absorbs larger amounts of information when messages are visual.

Graber (1996) noted that picture create a sense of participation or witnessing of an event. This involvement leads the viewer to a perceived realism of the photograph in addition to amplifying the credibility of the image or story. Readers are more likely to feel emotionally involved in a news story when a photograph is present. News photographs obtain more emotional responses than textual information alone. Similarly, Joffes (2008) cited in Padil and Azahari (2014) is of the point of view that photographic images that are displayed in a newspaper can influence the audience's emotions more effectively apart from text materials that leave them in a more rational logical and liner pathway of thought.

Further buttressing the advantages of photographs in the print media, Terry Barrett (2006) cited in Padil and Azahari (2014) stated that photographic images can exert a positioning power on the reader's imagination. Even without words, a well-constructed photograph can create a creative and logical story telling that grabs the reader's attention. In the twenty-first century, while photographers still question how those with power might use or abuse their images, the focus on technical concerns regarding the construction of images seems less important than

their ability to craft meaningful stories about important social concerns within their communities. As Paul Martin Lester explains, these days "A photojournalist is a mixture of a cool, detached professional and a sensitive, involved citizen. The taking of images is much more than f-stops, shutter speeds, white balances, and flak jackets" (Lester 2006), it is about getting a unique perspective that drives home the core of the story. The photograph is the legitimization of the story in the news.

2.5 Review of Empirical Studies.

Vujovic M. and Prelevic I.S (2014) Ethics of Photography. Philosophy, Sociology, Psychology and History.

Vujovic and Prelevic (2014) assessed Newspaper photographs as visual texts that speaks more powerfully than written text, positing that it has been unfairly neglected in theory and practice by media scholars and professionals. The author's starting point is the assumption that the image itself is a powerful medium in which people openly and naively believe under the slogan 'a picture is worth a thousand words'. The author further suggests that modern digital age has brought the opportunity for photographs to be easily downloaded from the internet, while the programs

for image manipulation have become more powerful, more accessible and easier to use. These opportunities represent a threat to the status that news, documentary photography has. Therefore, the participant of the study is the ethics of photography in print media in Serbia. In the analysis of three daily newspapers (Politika, Blic, Kurir), from May 12 to 14, 2014, without add-ons and program guides, the semiotic method was used, as well as the method of quantitative and qualitative analysis of all the published photographs, except advertising. The authors evaluated the ethics of photography in comparison to the Journalism Code of Ethics in Serbia. The aim was to determine to what extent there is a violation of any of the decrees relating photography. The hypotheses on which the study is based on: ethical violations can be found in all the papers, mostly in the tabloids, the least in the serious press. The most common violations are failing to emphasize the nature or the author of the illustrative photograph. There are more serious violations such as disrespect for the presumption of innocence and the right to privacy. Nonetheless, there are more ethical violations on the front page than within the newspaper.

Szylko (2019) describes photography as one of the genres of

journalistic statements in his study he attempted to build the theory of press photography as a journalistic statement. An integral part of the concept is the distinction of species varieties of photographic journalistic statements. An intermediate goal was to propose a taxonomy of genres of press photography based on the criterion of the purpose and function of the image, the place and manner of publication, the topic and the criteria of workshop and species. The research method employed was Media content analysis. The findings of the study suggests that the classification of photographic species varieties with a comparison of the image function and the headline function of the press material, part of which is a photograph, is proposed.

2.6 Theoretical framework.

This study was anchored on two theoretical framework; they are:

Uses and Gratification theory

Visual Communication theory

Uses and gratification theory

The theoretical framework for this study is based on the Use and Gratification theory. This theory is of the premise that the media is being used by the audience to satisfy certain desires and wants. The theory is also called the utility theory. Folarin (1998) as cited in Asemah (2011) notes that the theory perceives the recipient as actively influencing the effect process since they selectively choose, attend to, perceive and retain the media messages on the basis of their needs, beliefs, etc Wimmer and Dominick (2000) points out as cited in Asemah (2011) that uses and gratification theory takes the view of a media consumer. On this premise the interpretations of photographs and perception towards its use is subjective to each individual as each person have a different perception toward the use of photographs in the print media.

Visual communications theories

As the name suggests it is the communication through visual aids and is described as the conveyance of idea and information in form that can be read or looked at. Visual communications in many part of a whole relies upon vision and is primarily presented or expressed with two

dimensional images, to include, signs, typography, drawing, graphic design, colour and electronic resources. It also explores the idea that a visual message accompanying the text has a greater power to inform, entertain or persuade a person. This theory finds its relevance to this study in the fact that in today's multi-media environment, visuals are a relevant part of storytelling. Images are a fundamental part of almost everything that goes on in the media.

CHAPTER THREE

RESEARCH METHODOLOGY

Preamble

This chapter presents the methodology adopted in conducting this research. The chapter is presented under the following headings; research design, population of the study, sample and sampling techniques, research instruments, validity of the instrument, method of data collection and method of data analysis.

3.1 Research design

The research design for this study was survey research design. The survey research design was adopted to examine the perception of selected universities undergraduate students towards their preference of news and musical programs. This method was employed by the researcher because of its effectiveness at sampling the members of a large population. . The

design gives the researcher the opportunity to investigate the research problem in realistic settings other than a laboratory where behaviors of respondents can be controlled. The choice of this design is to enable the researcher use a set of questions on various aspects of the subject of the study to which selected members of the study's population (i.e. the sample of the study) are expected to react to, there achieving a quantitative study.

3.2 Population of study

The population of this study consists of all Nigeria Observer newspaper audience within the age limit of 18 years and above, who reside in Benin City, Edo State. The population of Benin City is put at 3,218,332 (2006 National Census)

3.3 Sample size

The sample size for this study was 300 respondents which was a representation of the entire population. The questionnaire is to allow the researcher collect responses or data from the sample size for measuring the variables of the study. Therefore, the 300 respondents were selected from the population using the sample size criteria recommended for

multivariable studies by Comery and Lee (1992) in Wimmer and Dominick (2006). In it, a 300 as a sample size is rated very good. The guideline is as follows; 50 = very poor, 100 = poor, 200 = fair, 300 = good, 500 = very good, 1000 = excellent.

3.4 Sampling techniques

The random sampling technique was employed to give the researcher the chance of administering questionnaire at random to the respondents or sample size of the study an equal chance of selection for gathering or generating data for the study.

3.5 Research instrument

For this study, the instrument used in collecting data was the questionnaire. The questionnaire was used by the study to collect data. It contains close or structured questions as primary source of data collection for the study. The questionnaire instrument had two sections: The demographic and psychographic section. The demographic section was used to elicit information about the bio-data of the respondents while the psychographic section focused on the research questions with a view to

solving them.

Question one – five of the questionnaires were used to collect demographic data of the respondents, while question xxxxxxxxxxxx on the psychographic section of the questionnaire provided answers to research question one. Similarly, Question xxxxxxxxxxxxxxxxxxxx were used to answer Research Question two. Question xxxxxxxxxxxx provided answers to research question 3. The items on the questionnaire are structured based on the five-point Likert-scaling. While the secondary data for the study was collected from textbooks.

3.6 Method of data administration

To reach the respondents, the researcher personally distributed 500 copies of questionnaire after talking to them about the research work and the need for the data that is needed from them. The researcher administered the questionnaire to respondents and retrieved it immediately after they filled it. This was done to provide a certain form of guidance to the respondents so as to get the best and most accurate answers from them.

3.7 Validity and reliability of study

As validity test, this study is subjected to face validation to ensure that the questionnaire was capable of eliciting appropriate information or data required for the study; this was done by the research supervisor. Reliability of the study on the other hand is concern with the consistency obtained from the results on the application of the research instrument. In testing the reliability of this study, the researcher selected small sample of the entire population and administers the instrument on the sample.

3.8 Method of Data Collection

The instrument for this study was distributed with the aid of one research assistant

The method employed by the researcher and the research assistant was persons-to-person approach. This ensured that all copies of the questionnaire distributed were the same retrieved. Also, the research provided the opportunity for the researcher to clarify any issue within the confines of research ethics

3.9 Method of data analysis

The data of this study is analyzed using presentation in table with simple

percentage. The use of tables with percentages will allow for easy analysis of figures, easy comparison of data and consistent manner that goes with using tables for presenting data (Ohaja, 2003). The method of presenting the data collected for this study is the qualitative 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 he has posed.

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

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter gives detailed analysis, presentation of data gathered from the questionnaire and the discussion of findings from the data gathered about reader's perception of the utilization of photographs in the Nigerian observer newspaper in Benin City. The data was statistically analysed was from the 300 questionnaires administered to the sample size of the population of study using tables of frequency and percentage.

4.1 Data analysis and interpretation in relation to each item on the questionnaire

SECTION A: DEMOGRAPHIC DATA

TABLE 1 – RESPONDENTS GENDER

Variables	Frequency	Percentage
Male	248	83%
Female	52	17%

Total	300	100%
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This table indicates the gender of the respondents, showing that 52 of the total respondents representing 17% are female while 248 representing 83% are males.

This indicates that more males responded to the survey than females.

TABLE 2: RESPONDENTS AGE

Variables	Frequency	Percentage
18-25	15	5%
26-33	42	14%
34-41	76	25%
42-49	122	41%
50 and above	45	15%
Total	300	100%

Table 2 shows the age of respondents. It shows that 15 of the respondents falls within the ages of 18-25, 42 respondents falls within 26-33, 76 respondents fall within 34-41, 122 respondents were within the ages of 42-49 while 45 respondents fall within ages 50 and above .

TABLE 3: RESPONDENTS MARITAL STATUS

Variables	Frequency	Percentage
Single	107	36%
Married	189	63%
Divorced	4	1%
Others	-	-
Total	300	100%

This table shows that 107 of the respondents representing 36 % are single, while 189 respondents, representing 63 % were married while 4 respondents

representing 1 % of the population are divorced. This table indicates that more than half of the respondents who attempted the questionnaire are married while many others are single.

TABLE 4: OCCUPATION

Variables	Frequency	Percentage
Student	20	7%
Artisan	98	32%
public servant /civil servant	86	29%
Business man / woman	78	26%
Retired	18	6%
Total	300	100%

This table indicates the occupation of respondents, 20 of the entire respondents representing 20% are students, 98 respondents representing 19% are artisan, 86 respondents representing 29 % are public/civil servants, 78 respondents representing 26% are business men / women while 18 respondents representing 6 % are retired.

TABLE 5: EDUCATIONAL BACKGROUND

Variables	Frequency	Percentage
O'level	34	11%
OND/NCE	55	19%
BS.c / B.A. Hons	198	66%
MSc/ Ph.D	4	1%
Others	9	3%
Total	300	100%

This table shows the educational background of respondents, showing that 34 respondents representing 11 % O' Level holders, 55 respondents representing 19% are OND/NCE holders, 198 respondents representing 66 % are BS.c / B.A holders, 4 respondents representing only 1% are MSc /PhD holders. This implies that larger percentage of the respondents have first degree and it shows that respondents were well educated enough to be able to answer the questionnaire.

TABLE 6 : DO YOU READ THE OBSERVERS NEWSPAPER

Variables	Frequency	Percentage
Yes	300	100%
No	-	-
Total	300	100%

This table indicates the affirmation of respondents, if they read the observers newspapers. Data revealed that 300 respondents representing 100% read the observer newspapers. This implies that all the respondents are familiar with the said newspaper and it makes them a perfect respondents for the questionnaire.

SECTION B:

5. Readers' perception of the quality of photographs used in the Nigerian Observer newspaper.

The following represents respondents perception of the quality of photographs used in Nigeria observers Newspaper.

TABLE 1: Photographs used in Nigeria newspaper observers are compelling

Variables	Frequency	Percentage
Agree	144	48%
Undecided	56	19%
Disagree	159	53%
Total	300	100%

This table shows the responses to the statement if photographs used in Nigeria newspaper observers are compelling. Data revealed that 144 respondents representing 48% agree that photographs used in the Nigerian observer newspaper are compelling, 56 respondents representing 19% were undecided while 159 respondents representing 53% disagree that photographs used in the Nigerian observer newspaper are compelling. This implies that larger percentage of respondents are against the statement that photographs used in the Nigerian observer newspaper are compelling and this means that the Nigerian Observer newspaper do not use enough of compelling pictures in its publications.

Table 2: Photographs used in Nigeria observer tell a story

Variables	Frequency	Percentage
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Agree	129	43%
Undecided	18	6%
Disagree	153	51%
Total	300	100%

This table shows the respondents' reactions to the statement that photographs used in Nigeria observer newspaper tell a story. 129 respondents representing 43% agreed, 18 respondents representing 6% were undecided while 153 respondents representing 51% disagree. This analysis implies that more than half of the respondents representing a larger percentage of the respondents do not agree that photographs used in Nigeria observer newspaper tell a story.

Table 3: Photographs used in Nigeria observer are unique and colorful

Variables	Frequency	Percentage
Agree	108	36%
Undecided	24	8%
Disagree	168	56%
Total	300	100%

This table shows the respondents reaction to the perception if Photographs used in Nigeria observer are unique and colourful. 108 respondents representing 36% agreed, 24 respondents representing 8% were undecided, while 168 respondents representing 56% disagreed. This implies that more than half of the respondents representing larger percentage of the respondents are of the perspective that photographs used in Nigeria observer are not unique and colourful.

Table 4 : Photographs used in Nigeria observer show iconic moments

Variables	Frequency	Percentage
Agree	96	32%
Undecided	33	11%
Disagree	171	57%
Total	300	100%

This table shows the respondents reaction to the perception if Photographs used in Nigeria observer show iconic moment. 96 respondents representing 32% agreed, 33 respondents representing 11% were undecided, while 171 respondents representing 57% disagreed. This implies that more than half of the respondents representing larger percentage of the respondents are of the perspective that photographs used in Nigeria observer do not show iconic moments.

Table 5 ; Photographs used are simple

Variables	Frequency	Percentage
Agree	171	57%
Undecided	36	12%
Disagree	93	31%
Total	300	100%

This table shows the respondents reaction to the perception if Photographs used in Nigeria observer used are simple. 171 respondents representing 57% agreed, 36 respondents representing 12% were undecided, while 93 respondents representing 31% disagreed. This implies that more than half of the respondents representing larger percentage of the respondents are of the perspective that

photographs used in Nigeria observer are simple.

SECTION C: WAYS THE USE OF PHOTOGRAPHS IN NIGERIA OBSERVER NEWSPAPER INFLUENCE READERS

Photographs used in Nigeria observer of influence you in the following ways ;

Table 1; It evokes your feelings

Variables	Frequency	Percentage
Agree	177	59%
Undecided	9	3%
Disagree	114	38%
Total	300	100%

This table shows the respondents reaction to the influence of Photographs used in Nigeria observer if it evokes feelings. 177 respondents representing 59% agreed, 9 respondents representing 3% were undecided, while 114 respondents representing 38% disagreed. This implies that more than half of the respondents representing larger percentage of the respondents are of the perspective that photographs used in Nigeria observer evokes their feelings.

Table 2: Excites you to read more

Variables	Frequency	Percentage
Agree	183	61%
Undecided	30	10%
Disagree	87	29%
Total	300	100%

This table shows the respondents reaction to the influence of Photographs used in

Nigeria observer if it excites them to read more. 183 respondents representing 61% agreed, 30 respondents representing 10% were undecided, while 87 respondents representing 29% disagreed. This implies that more than half of the respondents representing larger percentage of the respondents are of the perspective that photographs used in Nigeria observer excites them to read more.

Table 3: Puts you off

Variables	Frequency	Percentage
Agree	57	19%
Undecided	39	13%
Disagree	204	68%
Total	300	100%

This table shows the respondents reaction to the influence of Photographs used in Nigeria observer puts them off . 57 respondents representing 19% agreed, 39 respondents representing 13% were undecided, while 204 respondents representing 68% disagreed. This implies that more than half of the respondents representing larger percentage of the respondents are of the perspective that photographs used in Nigeria observer do not put them off.

Table 4 : Helps you understand news stories better

Variables	Frequency	Percentage
Agree	192	64%
Undecided	15	5%
Disagree	93	31%
Total	300	100%

This table shows the respondents reaction to the influence of Photographs used in

Nigeria observer if it helps to understand news stories better .152 respondents representing 64% agreed, 15 respondents representing 5% were undecided, while 93 respondents representing 31% disagreed. This implies that more than half of the respondents representing larger percentage of the respondents are of the perspective that photographs used in Nigeria observer helps them understand news stories better.

Table 5: Increases your belief/ trusts in a news story

Variables	Frequency	Percentage
Agree	147	49%
Undecided	15	5%
Disagree	138	46%
Total	300	100%

This table shows the respondents reaction to the influence of Photographs used in Nigeria observer if it increases their belief / trusts in a news story. 147 respondents representing 49% agreed, 15 respondents representing 5% were undecided, while 138 respondents representing 46% disagreed. This implies that while a good number of persons agree that photographs used in Nigeria observer increases their belief/ trusts in a news story a reasonable number of persons disagreed that the photographs do not increase their belief / trust in a news story.

Table 6 : Draws your attention to a story

Variables	Frequency	Percentage
Agree	216	72%
Undecided	18	6%
Disagree	66	22%

Total	300	100%
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This table shows the respondents reaction to the influence of Photographs used in Nigeria observer if it draws their attention to a story. 216 respondents representing 72% agreed, 18 respondents representing 6% were undecided, while 66 respondents representing 22% disagreed. This implies that more than half of the respondents representing larger percentage of the respondents agree that photographs used in Nigeria draws their attention to a story.

Table 7 : You read stories with pictures more than those without pictures

Variables	Frequency	Percentage
Agree	237	79%
Undecided	9	3%
Disagree	54	18%
Total	300	100%

This table shows the respondents' reaction to if they read stories with pictures more than those without pictures. 237 respondents representing 79% agreed, 9 respondents representing 3% were undecided, while 54 respondents representing 18% disagreed. This implies that more than half of the respondents representing larger percentage of the respondents read stories with pictures more than those without pictures.

Section D: THE EXTENT TO WHICH THE USE OF PHOTOGRAPHS IN THE NIGERIA OBSERVER NEWSPAPER AFFECT READERSHIP

The extent to which photographs used in Nigerian observer affects your

readership is:

Variables	Frequency	Percentage
Very large extent	93	31%
Large extent	36	12%
Small extent	102	34%
Very small extent	69	23%
Total	300	100%

This table shows the extent to which photographs used in Nigeria observer newspaper affects respondents' readership. 93 respondents representing 31 % is affected to a 'very large extent', 36 respondents representing 12 % is affected to a 'large extent', 102 respondents representing 34 % is affected to a 'small extent' while 69 respondents representing 23 % is affected to a 'very small extent'. This data implies that the readership of a large number of respondents is not affected by the photographs used in Nigeria observer. This was represented by 102 respondents who showed that photographs in the Nigeria observer affects their readership to a 'small extent' and 69 respondents who showed that it affects them to a 'very small extent'.

4.2 DISCUSSION OF FINDINGS

The discussion of findings will be presented based on the research questions while they will be supported with some details of the empirical findings where necessary.

Research question 1.

What are the readers perception on the quality of photographs used in Nigerian Observers Newspaper in Benin City?

The objective behind this question is to understand the perception of the population of study on the quality of photographs used in the Nigeria Observers newspaper. In this regard, the researcher inquired in the section B of the questionnaire on the respondents' perception of the quality of photographs used in the Nigeria Observer newspaper. A good number of persons agreed that the quality of photographs used in the Nigeria observers newspaper are compelling, tell a story, unique and colourful, show iconic moments and are simple. Table 5 in section B precisely have 171 respondents representing 57% who agreed that photographs used in the Nigeria observer newspaper are simple. However, quite noticeable more than half of the respondents in most cases disagree with the highlighted qualities of photograph in the Nigerian Observer newspaper. In table 1, section B 159 respondents representing 53% disagree that the photographs used in the Nigerian observer newspaper are not compelling enough, table 2 also shows 153 respondents representing 51 % who disagree that the photographs used in the Nigeria Observer do not tell a story. Same as table 3, 168 respondents representing 56% disagree that photographs used in the Nigerian observer are not colourful and unique while in table 4, 171 respondents representing 57 %

disagree that photographs used in the Nigeria Observer do not show iconic moments.

Empirically, the advantage of good quality pictures in print media cannot be overemphasized little wonder Joffes (2008) cited in Padil and Azahari (2014) is of the point of view that photographic images that are displayed in a newspaper can influence the audience's emotions more effectively apart from text materials that leave them in a more rational logical and liner pathway of thought.

In the same vein, Terry Barrett (2006) cited in Padil and Azahari (2014) stated that photographic images can exert a positioning power on the reader's imagination. Even without words, a well-constructed photograph can create a creative and logical story telling that grabs the reader's attention.

Research question 2 :

What are the ways to determine the influence of photographs in the Nigeria Observer Newspaper in Benin City?

The aim of the researcher here is to determine the influence of photographs in the Nigeria observer newspaper. The researcher inquired about what possible influence in different forms in which photographs in the Nigeria observer has on the readers. Section C in the analysis showed the respondents reaction to certain areas of influence of photograph. From table 1, larger

percentage of the respondents which are 177 respondents representing 59% agreed that photographs used in the Nigerian observer evokes feelings. In table 2, 183 respondents representing 61% agrees that photographs in the Nigeria Observers newspaper excites them to read more while 204 respondents representing 68% in table 3 disagreed that the photographs do not put them off. In the same vein, table 4 showed that 192 respondents representing 64 % agree that photographs in the Nigerian observer newspaper helps them understand news stories better, 216 respondents representing 72 % in table 6 agreed that photographs in the Nigerian observers newspaper draws their attention to a story. However, 147 respondents in table 5 agreed that photographs helps to increase their belief and trust in a news story while 138 respondents disagree that photographs used in the Nigerian observer newspaper do not help to increase their belief and trust in a news story. Hence, it is evident from these analyses that the use of photograph in the Nigeria observers' newspaper and generally in print publications has a worthwhile level of influence on readers. The print media no doubt uses pictures to attract the attention of the reader. The elements of a picture which consists of emotion immediacy and environment captured can produce dramatic information which is not necessarily conveyed through textual information alone. From empirical findings, Graber (1996) said that combining

pictures with words makes the message more memorable. This goes a long way in promoting the different influences of photography on readers of the Nigeria Observer.

Research question 3;

What is the extent to which the utilization of photographs in the Nigeria Observer Newspaper affect readership of the paper in Benin City?

The researcher inquired to know the extent to which the use of photograph in the Nigeria observer newspaper affects readership in Benin City. Section C of the analysis showed the reactions of respondents. The table showed that larger percentage of the respondents agreed that the utilization of photographs in the Nigeria Observer Newspaper affect readership to a small extent, this was represented by 102 respondents while 69 other respondents agreed that the photographs affect readership only to a very small extent. This implies that the use of photographs in the Nigeria observer newspaper is not very much effective in affecting readership of the newspaper. Images remain in the human memory more easily and for longer period of time than text, that's why images have strong effect on human perception, judgment and retention. These things are meant to affect readership of a particular publication, but when it doesn't happen, it could mean that the use of photograph in that publication is

not adequate or the quality of photograph used are poor.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter gives a summary of the research work, significant conclusion as well as recommendations which should be considered to promote the positive influence of the use of photographs in the Nigeria Observer newspaper and in print publications generally.

5.0 Summary

The use of photographs in print media and communication generally is of weighty importance. Production and display of images related to written contents helps reader to develop better understanding of events in the readers mind. This is why Khan and Mazhar (2017) posited that it is the most universal form of mass media as even illiterate person can understand depth and intensity of issue by simply having a glance over photo. Some happenings cannot be witnessed

first-hand by the readers but accompanying them with images makes them have effect on them and as well make them consider some issues as important. This is also assists the editors in fulfilment of their agenda setting functions.

In the light of these, this research work sought to find out the reader's perception of the utilization of photographs in the Nigerian observer newspaper in Benin City. The researcher carried out empirical analysis and examined closely some related literatures which enhanced the researcher's effort in knowing the reader's perception of the utilization of photographs in the Nigerian observer newspaper in Benin City. The survey method was employed and it involved administering questionnaires to respondents who are population of study who are readers of the Nigerian observers' newspaper in Benin City. Findings to a very large extent have revealed the perceptions of audience about the use of photographs in the Nigeria Observers newspapers and it was evident that though the photographs used have certain influence on the respondents but the readers do not have a very good commendation on the quality of photographs used in the Nigeria Observers newspaper. Analysis showed that larger percentage of respondents supports that the use of photograph in the said publication influences them. For instance in table 1 larger percentage of the respondents which are 177 respondents representing 59% agreed that

photographs used in the Nigerian observer evokes feelings while In table 2, 183 respondents representing 61% agrees that photographs in the Nigeria Observers newspaper excites them to read more. On the other hand, many respondents are of a variant opinion regarding the quality of pictures used by the Nigerian observer newspaper. Majority of the respondents disagree to the number of qualities of photographs listed in the questionnaire concerning the Nigerian observer newspaper. For instance, in table 3 section B, 159 respondents representing 53% disagree that photographs used in the Nigerian observer newspaper are not compelling. This implies that larger percentage of respondents are against the statement that photographs used in the Nigerian observer newspaper are compelling and this means that the Nigerian Observer newspaper do not use enough of compelling pictures in its publications.

5.2 Conclusion

Having carried out the findings for this work, data gathered and analysis are sufficient to draw a valid conclusion. The objective of the research is mainly to ascertain reader's perception of the utilization of photographs in the Nigerian observer newspaper in Benin City and data gathered so far have shown significant responses from readers about their perception of utilization of photographs in the Nigerian observer's newspaper.

Data analysis in chapter four showed the perception of all readers but the key ones are the responses where larger portion of respondents agree or disagree to a point. From the tables in section B, it can be inferred that the utilization of photograph in the Nigerian observer has a significant level of influence on the readers. In table 1 for instance, 177 respondents representing 59% agreed that photographs used in the Nigerian observer evokes feelings. In table 2, 183 respondents representing 61% agrees that photographs in the Nigeria Observers newspaper excites them to read more while 204 respondents representing 68% in table 3 disagreed that the photographs do not put them off. This attests to the fact that the use of photograph results in influence on the readers. However, these influences are not to a very large extent as seen in Section C of the analysis where larger percentage of the respondents agreed that the utilization of photographs in the Nigeria Observer Newspaper affect readership to a ‘small extent’, this was represented by 102 respondents while 69 other respondents agreed that the photographs affect readership only to a ‘very small extent’. This obviously implies that the photographs utilized in the Nigeria observer newspaper do not influence readership to a ‘large extent’ and it therefore means that certain measures need to be considered in order to increase the influence of photograph on the readership of the newspaper.

5.3 Recommendation

The following are recommendations which should be considered with regards to the findings and conclusion made from this research work. Giving due consideration to these recommendations will mean that there will be increased influence of photograph usage on the readership of the Nigerian Observer newspaper.

- ❖ The print media house should consider advance trainings for their photo journalist and graphics artiste who fix visuals to brighten the pages of a newspaper. This will help improve their quality of service and effectiveness in carrying out their duties.
- ❖ The newspaper house should invest in procuring professional and sophisticated cameras which will help in capturing and producing colorful and quality pictures that can arrest and sustain the attention of readers to a very large extent.
- ❖ The photojournalist should avoid certain unethical practices such as considering stage- managed shots. This appears as a means of manipulating the situation which is also manipulating the news and purposefully deceiving audience.

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APENDIX

QUESTIONNAIRE

Department of mass communication,
University of Benin,
Benin city

Dear respondent,

I am OJONG HENRY EKOM-NSE a 400L student of the Department of Mass Communication, University of Benin I am conducting an academic research titled: **READER'S PERCEPTION OF THE UTILIZATION OF PHOTOGRAPHS IN THE NIGERIAN OBSERVER NEWSPAPER IN BENIN CITY**. This is in partial fulfillment of the requirement of the B.A Hons in Mass communication.

I will be grateful if you tick the options considered appropriate in the spaces provided. All information will be treated with utmost confidentiality and used for the sole purpose of this study.

Thank you

Yours faithfully,

Section A: Respondent Bio–Data

1. Gender: Male [] Female []
2. Age: 18 – 25 [] 26-32 () 33-39() 39-44 () 45 and above ()
3. Marital Status: Single [] Married [] Divorce [] Other

4. Occupation: Student [] Works [] Retired [] Business Man woman[]
5. Educational Background: a. O’level () b. OND/NCE () c. BS.c / B.A. Hons () d. MSc /Ph.D () e. Others ()
6. The following represents your perception of the quality of photographs used in Nigeria observers Newspaper.

S/N	Responses	Agree	Disagree	Undecided
1.	Photographs used in Nigeria newspaper observers are compelling			
2.	Photographs used in Nigeria observer tell a story			
3.	They are unique and colorful			
4.	They show iconic moments			
5.	Photographs used are simple			

Section c: Ways the use of photographs in Nigerian observer newspaper influence them

7. Photographs used in Nigeria observer of influence you in the following ways

S/N	Responses	Agree	Disagree	Undecided
1.	It evokes your feelings			
2.	Excites you to read more			
3.	Puts you off			
4.	Helps you understand news stories better			
5.	Increases year belief/ trusts in a news story			
6.	Draws your attention to a story			
7.	You read stories with pictures more than those without pictures			

Section D: THE EXTENT TO WHICH THE USE OF PHOTOGRAPHS IN THE NIGERIA OBSERVER NEWSPAPER AFFECT READERSHIP

The extent to which photographs used in Nigerian observer affects your readership is:

S/N	Very large extent	Large extent	Small extent	Very small extent