

CHRISTIAN SERVICE UNIVERSITY COLLEGE
DEPARTMENT OF COMMUNICATION STUDIES

THE INFLUENCE OF FRONT-PAGE PHOTOGRAPHS ON THE READERSHIP AND
PATRONAGE OF NEWSPAPERS: A SURVEY OF ASHANTI REGIONAL MINISTRIES AND
DEPARTMENT

SARPONG PETER, YAW

OWUSU ABIGAIL

ABDUL TOPHIC



A PROJECT WORK SUBMITTED TO THE CHRISTIAN SERVICE UNIVERSITY COLLEGE
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF A BACHELOR
OF ARTS DEGREE IN COMMUNICATION STUDIES

MAY, 2015

ABSTRACT

The study was sought to find out the influence of front-page photographs on the readership and patronage of newspapers. The study employed quantitative research methods using questionnaires for gathering data. It surveyed seven Ghanaian newspapers, two state-owned and five private owned. The population of the study entailed seven ministries and departments in the Ashanti Region, Kumasi.

In selecting the respondents for the study, the non-probability sampling method was adopted. The Statistical Package for Social Sciences (SPSS) version 22 was used for the analysis. The data was interpreted in frequencies, usually communicated with tables, bar and pie charts as deemed appropriate.

According to the study, it was discovered that a greater percentage of civil servants read newspapers and are attracted by the front page photographs which enthused them to read further. Again, the majority of the respondents buy newspapers because of the close-up shot type of photographs and also, majority of the respondents said the front page photographs have some relevance to the content of the newspaper.

DEDICATION

This work is dedicated to the Almighty God for seeing us through the past years of our education. We again dedicate it to the staff of Christian Service University College, especially, Mrs. Adwoa Amankwah, you are really adorable.

ACKNOWLEDGEMENT

We acknowledge with deep gratitude the patience and support offered to us by our supervisor Mrs. Adwoa Amankwah, without whose guidance this work would not have seen the light of day. We are also grateful to the staff of Ashanti Regional Ministries and Departments who took time off their busy schedules to answer the questionnaires. We say a big thank you.

TABLE OF CONTENT

Title Page	i
Statement of Authenticity	ii
Abstract	iii
Dedication	iv
Acknowledgement	v
List of Tables.....	viii
List of Figures.....	ix

CHAPTER ONE

1.0 Background	1
1.1 Introduction of the study	2
1.2 Statement of problem	5
1.3 objectives of the study	6
1.4 Research questions	6
1.5 Scope of the study	6
1.6 Limitation of the study	6
1.7 Significance of the study	7
1.8 Definitions of terms	7

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction	8
2.1 The beginning of photography	8
2.2 Photojournalism	10
2.3 Roles of a photojournalist	13
2.4 Newspaper layout	14
2.5 Theoretical framework	15
2.6 Critiques of the theory	16
2.7 Framing theory	17
2.8 Assumptions of the theory	18
2.9 Uses and Gratifications theory	18
2.10 Assumptions of the theory	19
2.11 The relationship between the theories and the studies	20

CHAPTER THREE

METHODOLOGY

3.0 Introduction	21
3.1 Study Population	;...21
3.2 Sampling Method	21
3.3 Sampling Process	22

3.4 Sampling Size	22
3.5 Data Collection Instrument	23
3.6 Data Analysis Technique	23
3.7 Ethical Considerations	23

CHAPTER FOUR

PRESENTATION OF FINDINGS AND DISCUSSIONS

4.0 Introduction	24
4.1 Demographic Information	24
4.2 General Information	26

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Overview	35
5.1 Summary.....	35
5.2 Conclusion	36
5.3 Recommendation	37
5.4 References	38
5.5 Appendix	40-43

LIST OF TABLES

Table 4.1.A Age Distribution of Male Respondent	24
Table 4.1.B Age Distribution of Female Respondent	25
Table 4.2 Readership and Frequency of Reading	26
Table 4.3 Type of newspapers respondents enjoy reading and reasons	228
Table 4.4 Review of front page photographs before reading and its attraction to affect reading	30
Table 4.5 Relevance of front page Photographs on Content of Newspaper	32

LIST OF FIGURES

Figure 4.1 Ministries and departments of Ashanti Regional Office.....	25
Figure 4.2 Time spent on newspapers	27
Figure 4.3 Do you enjoy patronage or reading newspapers rather than assessing other media	29
Figure 4.4 Type of front page photographs and their effect on newspapers patronage.....	31
Figure 4.5 Influence of front page photographs on readership.....	33

CHAPTER ONE

1.0 BACKGROUND OF THE STUDY

The act of photography can be traced back to French Inventor, Joseph Nicephore Nicepee, who was the first photographer to successfully make permanent images in 1826. Thirteen years later, another Frenchman, Louis Jacques Daguerre made photography more practical by fixing light images on silver-coated copper plates. Photography was used to capture news worthy images soon after in the 1830s. English photographer, Roger Fenton, documented British troops during the Crimean War (1853-1856) in Europe, another Photographer, Mathew Brady photographed battle scenes during the American Civil War in 1861-1865 (Brake and Beetham 2009).

The growth of photography and photojournalism can be traced to two major factors that occurred near the end of the 19th century. The first is the technical innovation. This includes the invention of roll film, smaller cameras, faster lens and the perfection of the half tone process of printing photographs as a series of light and dark dots which allowed newspaper publishers to reproduce photographs quickly and inexpensively (Carlebach, Micheal L, 1992).

The other factor was the introduction by George Eastman of small cameras in use at that time. Thus, convenient cameras gave photojournalists the freedom to record news events easily and quickly. The technological advancement enabled them to also take pictures which were previously impossible to take such as night and moving images.

One of the foremost photojournalists was a Frenchman, Henri Cartier – Bresson, who from 1930-2004 worked to document what he called the “decisive moment’. Photojournalists have become visual interpreters, using cameras and knowledge to bring readers a feeling of what an event was really like. Meanwhile, in the past, the photojournalist depended on artists to draw replicas of his

photograph, which was later reproduced by an engraver into a Zinc plate. The plate was then printed on a hoe rotary press. Due to the long process, several days passed before these line-drawn renderings of photographs appeared on the front-page of the newspaper (Carlebach, 1992).

The advent of photographs mechanically printed into newspapers opened up the market for press photography. Pictures were mostly taken for their action and content rather than for any aesthetic consideration. Photograph in journalism inform, educate and enlighten readers about current issues and also reflect on the past as well. Photographs in newspapers enhance the credibility of the story. As they depict reality, they also furnish evidence to show the authenticity of a news story or give proof of an event that occurred.

The aesthetic values of a photograph serve as a tool which attract reader's attention and break the monotony of news content. Thus, photographs enhance and beautify the pages of a newspaper. A photograph in newspaper speaks more than a thousand words. No formal education is required to understand a picture. Photographs are therefore able to break through literacy barrier to effectively communicate a message. It is a universal language. (Elliot S. Parker 1977)

1.1 INTRODUCTION OF THE STUDY

Before the invention of newspapers in the early 17th century, official government bulletins were circulated at times in some centralized empires. The earliest newspaper began rapidly to replace the practice of hand-written newsheets. The emergence of the new media branch has to be seen in close connection with the simultaneous spread of the printing press from which the publishing press derives its name (Weber, 2006).

At the same time, then, as the printing press in the physical, technological sense was invented, 'the press' in the extended sense of the world also entered the historical stage. The phenomenon of

publishing was born (Weber, Johannes 2006). One example of this type of merchant was the 16th-century German financialist, Fugger. He not only received business news from his correspondents, but also sensationalist and gossip news as well. It is evident in the correspondence of Fugger with his network that fiction and fact were both significant parts of early news publication.

‘Avvisi’ or Gazzettes were a mid-16th century venice phenomenon. They were issued on single sheets, folded to form four pages, and issued on a weekly schedule. These publications reached a larger audience than handwritten news had in early Rome. Their format and appearance at regular intervals were two major influences on the newspaper as we know it today. The idea of a weekly, handwritten news sheet went from Italy to Germany and then to Holland. (Joel H. Wiener, papers for the millions: the new journalism in Britain, 1914).

According to Weber and Johannes (2006), the term newspaper became common in the 17th century. However, in Germany, publications that we would today consider to be newspaper publications were appearing as early as the 16th century. They were discernibly newspapers for the following reasons: they were printed, dated, appeared at regular and frequent publication intervals, and included a variety of news items. The first newspaper according to modern definitions was the Strasbourg Relation, in the early 17th century. German newspapers, like Avisis, were organized by the location from which they came.

The media in the Gold Coast first emerged in the nineteenth century with the publication of the Gold Coast Gazette and Commercial Intelligencer in 1822. The paper had several functions: to provide information for civil servants and European merchants; and to help promote literacy rates and rural development amongst the local population-whilest encouraging unity with the Gold Coast government (Africa contemporary Record, 1980).

In the mid nineteenth century, a diverse number of African owned papers appeared which were largely unrestricted by the colonial government. This led to a surge of independent press, which in part, led to the independence of Ghana. Colonial Governor, Sir Arnold Hodson, introduced the first radio channel, named Radio ZOY, in 1935 (Amidi Ghana. 1 December 2006).

Following the 6 March 1957 declaration of independence by Ghana from the United Kingdom, there were only about newspapers. President Kwame Nkrumah eventually controlled all the press in Ghana and saw it as an instrument of state authority, providing propaganda which encouraged national unity and created a hierarchical system of state apparatus to manage the media. The opposition *Ashanti Pioneer newspaper*, which had operated since the 1930s, was shut down by Nkrumah after being subject to censorship. After Nkrumah's overthrow in a coup, many state outlets changed hands, though still under the control of the ruling party. The National Liberation Council imposed stricter controls on domestic private outlets (Amidi Ghana. 1 December 2006).

In 1969, the democratically elected civilian government of Kofi Busia that followed the National Liberation Council (NLC) was left with a larger number of media outlets under state control. Busia repealed various acts and dismissed the owner of the state-owned *Daily Graphic* for opposing Busia who had appealed for African dialogue with the apartheid government in South Africa (Africa Contemporary Record, 1983).

In 1992, Ghana promulgated a new constitution, and returned to democratic rule on 7 January 1993. Rawlings as part of the National Democratic Congress liberalized the media by repealing previous laws the PNDC signed in. The private media, which had previously been silenced under the regime for the past decade, used the new press freedom laws to voice criticism at Rawlings (Collins, 1983).

1.2 STATEMENT OF PROBLEM

Photographs by nature tell a story as they attract human attention. They make communication easier and help to easily assimilate information. The truth still stands that one photograph is worth a thousand words. Possibly, photographs are the basics of high patronage of newspapers.

Therefore, there is no doubt about the fact that graphics especially photographs take two dimensions in newspapers, that is photographs tell the story or complement the story. It is important to realize that for information or photographs to have any substantial impact, influence and relevance on the readers, it depends on the type of photographs used on the front page of the newspaper.

The purchasing audience for the press is the white-collar working class, a growing stratum of society since the early nineties. However, in recent years the economy has slipped into a precarious condition and often newspapers are considered discretionary expenditures by this class. Most government offices, diplomatic missions and expatriate businesses subscribe to one or both state dailies.

Nevertheless, newspapers are a ubiquitous feature of everyday life in urban Ghana. At neighbourhood markets and most major intersections, crowds gather every morning and afternoon to check out the lead stories with their photographs on the front-page of all the current newspapers that hang across the frames of the wooden kiosks. Top stories from the major newspapers are reported and analyzed on the morning shows of many television and radio stations. People who buy newspapers often look at the front-page photographs and then read the story.

This research tries to investigate the role of front page photographs on the patronage and readership of newspapers.

1.3.1 OBJECTIVES OF THE STUDY

The objectives of the study are;

- 1) To find out whether the type of front page photographs affect the patronage and readership of newspapers
- 2) To find out the relevance of the front page photograph to the story.
- 3) To find out the influence of the front page photograph on the readership and patronage of the newspapers.

1.4 RESEARCH QUESTIONS

- A) Does the type of photograph on the front page affect the readership and patronage of newspapers?
- B) Does the content of the newspaper relate to the photograph?
- C) Does the photograph on the front page influence readership and patronage?

1.5 SCOPE OF THE STUDY

This study examines two state owned newspapers: *Daily Graphic and Ghanaian Times* and four notable private owned newspapers: *Daily Guide, New Crusading Guide, the weekly Spectator* and the *Palaver*. These newspapers were selected basically due to their large circulation and perceived credibility.

1.6 LIMITATION OF THE STUDY

This study is limited by time and finance.

1.7 SIGNIFICANCE OF THE STUDY

The study aims at revealing the benefits of photographs to readers. It will also assist media practitioners to know their role in keeping the public informed through their camera.

Students of mass communication and other related field will know the role of photographs in newspaper production. Lastly the findings and recommendations will serve as a guide and reference for future researchers or as a source to photojournalists in training.

1.8 DEFINITION OF TERMS

- A) Newspaper: It is a medium for disseminating information to the masses which is printed daily to inform, entertain and educate the public.
- B) Photograph: A picture formed by means of the chemical action of light on light –sensitive material.
- C) Front-page: the first page of a newspaper that serves as a cover, containing remarkable news.
- D) Relevance: the importance or relationship between the photograph and the content of the newspaper.
- E) Subject: are the element within the photograph
- F) Influence: the importance the photographs have on readers
- G) Close-up shot: a passport size photograph that demonstrates the emotion of the subjects involved.
- H) Medium shot: a camera shot in which the subject is in the middle distance, permitting some of the background to be seen.
- D) Overall shot: a camera shot which shows the entire object or human figure intended to place it in some relation to his surroundings.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter outlines the related studies of photojournalism, as well as general literature which comprise history of newspapers and invention of photograph, the roles of the photojournalist and the significance of photographs to newspapers. This section also highlights the theoretical framework for the study; agenda setting, framing and the uses and gratification theory.

2.1 THE BEGINNINGS OF PHOTOGRAPHY

The invention of photography is credited with a variety of new ways of seeing the world, among the ability to record and document life in great detail and with considerable precision and certainty. From the very beginning, photographers compiled a substantial visual record of their surroundings and documented explorations of places, people, and events that challenged the imagination and invited interpretation. It was a new kind of knowledge that began to infringe upon the domination of language in western culture (Thomson, 1972).

Photography is a cultural practice and photographs are forms of material production. Both are elements of an explicit, practical process of communication at a historically specific moment. Images play a major role in the life of society, ranging from earlier religious practices to contemporary representations of secular events. As (Dondis 1974:7) suggests, “most of what we know and learn, what we buy and believe, what we recognize and desire, is determined by the domination of the human psyche by the photograph” (1974:7).

“Photographs, like any cultural product, have conditions and contexts based on historically determined cultural conventions, forms, beliefs and perceptions. They articulate and actively shape

the practical, evolving and lived experiences in society along with connections between individual and the social, political, economic structures residing within each culture” (Williams 1981: 353). Thus, looking at photographs, like looking at paintings to help elucidate social history (Clark 1985; Herbert 1988), promises to reveal the detail of a rich cultural life.

The use of photographs to describe social and economic conditions of society is well known in the American tradition of documentary photography. Among classic constructions of various aspects of culture, mostly guided by sociological and journalistic intent, are ‘how the other half lives’ (Riis, 1970), ‘Have you seen their faces?’ (Caldwell and Bourke-White 1937), an ‘American Exodus: A Record of Human Erosion’ (Lange and Taylor 1939). These works helped shape the public image of immigration, farm labour, poverty, and migration by documenting everyday existence and creating a historical record of the social and economic situation of the working class. William Scott (1973) provides an extensive discussion of the documentary approach of the 1930s, when the use of photographs helped construct a sense of national identity.

Since that time, there has also been a critical reception of photography by cultural anthropologists, social historians, and sociologists who have found a variety of uses for it not only as a means of collecting and storing information but also a record of historical consciousness and source of material evidence.

Stuart Hall (1973) provides an early British study of news photographs, while Deborah Bright (1990), Susan Moeller (1989), and Nicolas Monti (1987) offer explorations of the role of photographs in representations of society. Just about anybody can take a picture. But that doesn’t make the person a photojournalist.

According to Paul Carter (2000), a simple explanation of a photograph is a picture produced through the chemical action of light on sensitive film. It is a medium of recording reality that is iconic as well

as indexical. Although a photograph resembles or imitates something, making it iconic, it achieves this through the use of light from the subject, therefore making it less arbitrary and indexical. In other words, the signifier is directly linked to the signified, be it physically or casually. This indexical property of photographs lead observers to make a judgment that a photo is an objective medium of record as there is a smaller difference between the signifier and the signified. However, a photograph is a representation of a particular moment and situation in time. Barthe expressed his view that a newspaper photograph is, 'an object that has been worked on, chosen, composed, constructed, treated according to professional, aesthetic or ideological norms which are so many factors of connotation' (cited in Bagnell, 1977: 98). There are many decisions taken by the photographer such as focusing, lighting, angle that produce various representation and readings of the same moment creating different connotations. From the choices made from the paradigm set of these signifier and the syntagmatic relationship between them, it is possible to decode and compare the front-page photographs from examples of photograph.

2.2 PHOTOJOURNALISM

Photojournalists understand composition and subject matter and have a good sense of what constitutes an interesting, informative picture. They know about light, exposure and contrast. Most of all, they understand that good pictures require thought and planning and not just the ability to snap a shutter (Thomson, 1872).

Composition mostly refers to the arrangement of elements in a picture. If the elements are arranged statically, that is, suggesting little or no movement- or if they appear as co-equal parts of the picture, they are unlikely to be a very interesting way to a viewer. One of the thoughts a photojournalist keeps in mind might be called compositional focus or emphasis. What needs to be emphasized?

Composition can be used to arrange the elements so that what is important about the picture or what the photographer wants to tell the viewer is emphasized. Sometimes, such arrangements can be made by the way the photographer holds the camera or the area of the subject that he or she chooses to shoot (Thomson, 1872).

According to Stovall, (2005; 249), “photojournalism today is practiced by men and women highly skilled and deeply thoughtful about what they do and what they produce. Photographers understand the impact that their pictures can have. Photojournalism is journalism, but with a far different method and outcome than the journalism practiced in other parts of the newsroom. The picture may indeed be worth a thousand words, as the ancient Chinese proverb goes, but to try to equate words and images may be a fool’s errand. The picture is fundamentally apart from the word, and its production and effects are certainly different”.

Philosophers, practitioners, and consumers have wondered at the power of the still image, particularly since the advent of photography in the 1830s. Before then, the unseen world was, for the most part, a matter of imagination, supplemented only by painting and other artwork. Photography brought the world into view at the speed of a lightly loaded freight train. And the pictures carried with them an aura of accuracy that even the most skilled painter could not match. With photography, seeing was truly believing and remembering. Images were etched onto the brain with far greater ease than one could remember the shortest scripture (Stovall, 2005).

The power of the still image is still with us. We carry in our heads, clearly focused, a picture of an airplane crashing into the World Trade Centre, a fire fighter carrying the bloody child from the building explosion in Oklahoma City, streams of smoke from the exploded Challenger spacecraft, a Vietnamese police chief firing a bullet into the head of a Viet Cong soldier and a hundred other

images that we did not personally witness. Most of us are living proof that the photojournalist is doing his or her job. Stovall, (2005:250)

The photojournalist generally brings two things to a news story: illustration and visual context. Pictures are used to give variety to the printed page that will make it interesting to look at and will draw readers into the page and into stories. More importantly, pictures help expand the reader's understanding of a story by giving the reader a visual cue. Even a single picture of a newsmaker's head and shoulders can give a context to a story that words cannot match.

To provide illustration and context, the photojournalist seeks at least one of three qualities in the pictures he or she takes: setting, expression, or action. Setting gives the viewer an idea of the general area in which a story takes place a street, a football field, a room and so on. Even when the setting is described or implied in a story, a picture showing the scene can be a valuable supplement to the reader. Most photojournalists attempt to go beyond setting to the qualities they consider more interesting to themselves and to their readers: expression and action. Facial expressions can be subtle or overt. Either way, they are powerful reminders of our humanity and interaction. Facial expressions can indicate to us how someone is feeling and what their reaction is to a particular moment or situation. They can be both interesting and revealing. One of the reasons that pictures of children are so appealing is that people believe their expressions to be more honest than those of adults. They are not sophisticated in hiding or altering their expressions as some adults are. Stovall (2005:251)

2.3 THE ROLE OF THE PHOTOJOURNALIST

Photojournalism is a particular form of journalism (the collecting, editing, and presenting of news material for publication or broadcast) that employs images in order to tell a news story. It is usually used to refer to still image. Photojournalists create pictures that contribute to the news media;

- 1) Timeliness: the images have meaning in the context of a recently published record of events.
- 2) Objectivity: the situation implied by the images is a fair and accurate representation of the events they depict in both content and tone.
- 3) Narrative: the images combine with other news elements to make facts relatable to the viewer or reader on a cultural level Ehidiamen (2008).

N. C Pant in his book, *Modern Journalism; Principle and Practice*, (2004:57), says “the news photographer does not simply point his camera at a scene and hope for the best. He composes a picture as an artist does. He will look for strong vertical and horizontal lines, for a balanced picture. To this end, he will try to get to the assignment as early as possible and examine the setting. He then picks a vantage point. There is not often time to pose for the subject (particularly in photography hard news)”.

Like a writer, a photojournalist is a reporter but he or she must often make decisions instantly and carry photographic equipment, often while exposed to significant obstacles such as physical danger, weather, crowds (Thomson,1862).

So in effect, the influence of pictures on the communication process, especially in the newspaper industry cannot be underestimated.

2.4 NEWSPAPER LAYOUT

Newspapers today are becoming increasingly visual. Even in the so-called quality newspapers printed pages look, they appear less dense than they used to be, have less text, more photos and colours and their front page layouts are organized according to the visual logic of the screen. In spite of this movement towards the visual, one of the features that it is still is a sign of the difference between a quality paper and a popular one is the predominance of written text (Kress and Leeuwen 1998). However, the verbal element has been transformed into display, meaning that language has also become largely visual. These changes in newspaper layout are not mere formal changes. They imply new ways of combining the written text with visual components and new forms of semiotic organization that influence the way newspapers are read and that contribute to create new kinds of readers.

According to Kress and Van Leeuwen (1998), many newspaper layouts do not prescribe a clear sequence of reading or a reading path to their readers, and this relative openness of newspapers layout gives the reader the possibility of choosing a strategy of reading. Age is one of the factors that may explain this choice, as differences of age imply variations on reading practices and habits, and therefore different dispositions towards the newspaper pages (Kress 2003: 165). Those who have been trained by the screen may be disposed to read a relatively less open page - as the ones of quality newspapers, when compared to the tabloids' according to the principles of the visual logic; and the opposite might happen: those who have been socialized into the older forms of textual organization have to deal with tabloid newspapers. Kress and Leeuwen (1998).

The newspaper is a form of news communication that presents a display of codes that should provide the reader with information of the world. The medium itself produces signs that the reader can interpret at their leisure without a time constraint, unlike television or radio. This means that the

reader can take time to interpret the codes and therefore give the information more scrutiny. News is expressed in a newspaper through linguistic, typographic and graphic codes which are defined by the medium itself. This can be seen in the physical confines of a newspaper affecting the contents and therefore the codes and signifier used to communicate the stories. As P. Rock explains in 'News as Eternal Recurrence', 'Policies affecting the layout of a newspaper predetermine what can be reported about the world' (Cohen and Young, 1981:75).

A study done by Amankwah, Assibey Bonsu and Kwaku Ahenkora on the topic 'Gendering the Agenda': A Look at Front Page Photographs of a national newspaper, the study investigated the current trend of photojournalism and provided a content analysis of front page photographs in the *Daily Graphic*, the Ghanaian state-owned national newspaper. The study used a six months review of the paper in a non election year and the variables used for assessment were type, focus, subject and newsworthiness of news pictures. Under type, 80 percent were general news pictures on politics, politicians and current affairs in a non election year. Under subject, 50 percent of the issues were socio-political while under prominence, 83 percent were newsworthy. There were no feature news pictures as well as news pictures on women. The newspaper adopts a pattern of depicting substantive issues as socio-political and their recurrent coverage as the means of setting agenda through which worthiness and prominence are portrayed to the public. The study concluded that front page pictures are male dominated and the newspaper adopts a pattern of depicting substantive issues as social-political ([www. Ijbmer.com](http://www.Ijbmer.com)).

2.5 THEORETICAL FRAMEWORK

The three major theories that will be employed for the purpose of this study are Agenda Setting, Framing and the Uses and Gratification theories.

The Agenda Setting is one of the theories for this study. The theory was introduced in 1972 by Maxwell McCombs and Donald Shaw in their ground-breaking study which looked at the role of the media in 1968 presidential campaigning in Chapel Hill, North Carolina (Miller, 2005). The agenda setting theory basically states that, the news media have a large influence on audience by their choice of what stories is considered news-worthy and how much prominence and space is given to such stories (McCombs, M., 2004).

2.6 CRITIQUE OF THE THEORY

The Agenda Setting Theory comes from a scientific perspective, because it predicts that if people are exposed to the same media, they will place importance on the same issues. According to Chaffee & Berger's (1997) criteria for scientific theories, agenda setting is a good theory.

- It has explanatory power because it explains why most people prioritize the same issues as important.
- It has predictive power because it predicts that if people are exposed to the same media, they will feel the same issues are important.
- It is parsimonious because it is not complex, and it is easy to understand.
- It can be proven false. If people are no exposed to the same media, they will not feel the same issues are important.
- It is a springboard for further research.

In a related work, Everett Rogers and James Dearing (1988) have tried to expand the domain of agenda setting by relating media, the public and policy making to the above-mentioned concept of agenda building. After reviewing agenda setting research, Rogers and Dearing (1988) drew these three conclusions;

- a. The public agenda, once set by, or reflected by the media agenda, influences the policy agenda of elite decision makers, and in some cases, policy implementation.
- b. The media agenda seems to have direct, sometimes strong, influence upon the policy agenda of elite decision makers and, in some cases, upon policy implementation.
- c. For some issues, the policy agenda seems to have direct, sometimes strong, influence upon the media agenda (p.579)

2.7 FRAMING THEORY

Framing starts where agenda setting ends. One concept in the literature on agenda setting which is germane to this study is framing. The concept of framing is related to the agenda-setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning. According to (Tankard 2001 pg : 364) a media frame is “the central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion, and elaboration”. The final four nouns in that sentence suggest that the media not only set the agenda for what issues, events, or candidates are most important but also transfer the salience of specific attributes belonging to those potential objects of interest.

In essence, framing theory suggests that how something is presented to the audience called “the frame” influences the choices people make about how to process that information. Frames are abstractions that work to organize or structure message meaning. The most common use of frames is in terms of the frame the news or media place on the information they convey. They are thought to influence the perception of the news by the audience, in this way it could be construed as a form of

second level agenda-setting – they not only tell the audience what to think about (agenda-setting theory), but also how to think about that issue (second level agenda setting), framing theory.

According to (Severin and Tankard 2001), the concept is related to the Agenda-Setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning. Framing is an important topic since it can have a big influence and therefore the concept of framing expanded to organizations as well.

2.8 ASSUMPTIONS OF THE THEORY

- 1) The theory vividly explains how a subject becomes a matter of public discourse.
- 2) It explains why the public think in a certain way about issues presented to them by the media.
- 3) It emphasizes the notion of the power of the mass media.

2.9 USES AND GRATIFICATIONS THEORY

Another theory related to this project is the Uses and Gratifications Theory. The previous theories dealt with what the media do to their audiences; this theory posits the power or the use the audience put the media.

The uses and gratifications approach was first described in an article by Elihu Katz (1959) in which he was reacting to a claim by Bernard Berelson (1959) that the field of communication research appeared to be dead. Katz argued that the field that was dying was the study of mass communication as persuasion. He pointed out that most communication research up to that time had been aimed at investigating the question “what do media do to people?”

Katz (1959) suggested that the field might save itself by turning to the question “what ‘missing the

newspaper' means," a 1949 study conducted by interviewing people about what they missed during a newspaper strike. During this two-week strike of delivery workers, most readers were forced to find other sources of news, which is what they overwhelmingly said they missed the most. Many read because they felt it was the socially acceptable thing to do, and some felt that the newspaper was indispensable in finding out about world affairs. Many, however, sought escape, relaxation, entertainment, and social prestige. These people recognized that awareness of public affairs was of value in conversations. Some wanted help in their daily lives by reading material about fashion, recipes, weather forecasts, and other useful information. This example illustrates a basic aspect of the uses and gratifications approach-different people can use the same mass communication message for very different purposes. Another study (Herzog, 1944) examined the functions radio soap operas fulfilled for regular listeners found emotional release from their own problems. For others, listening provided escape, while a third group sought solutions to their own problems. (Communication theories origin, methods & uses in the mass media, Rywernaer J. Severin and James W. Tankard, Jr. 2001 p.294)

2.10 ASSUMPTIONS OF THE THEORY

Even though the Uses and Gratification Theory explicitly outlines what audience use the media for, various theorists have come to criticize the theory as per its usage by the audience.

According to ([Severin and Tankard 2001](#)), the following criticisms can be identified when taking the Uses and Gratification Theory in consideration.

- The Uses and Gratification Theory does not consider the power of the media
- The theory is more audience-centred
- The positive point of the Uses and Gratification theory is that, it focuses attention on individuals in the mass communication process.

2.11 THE RELATIONSHIP BETWEEN THE THEORIES AND THE STUDIES.

Front-page photographs either stand alone or with a text communicate an idea. Photographs on a front page of newspaper serve a purpose. The media does not fully present all sides of photographs mainly due to gravity of space, but rather shapes and presents their choices of photos to the public through the gate-keeping process. By so doing, the media set the agenda for public discourse. In relations to the study, the type of front page photographs on newspapers pass through the gate keeping process as media practitioners select or choose a particular photograph over others. By so doing, the media set agenda of the day through the use of front page photographs as they become the subject for public discourse thereby projecting the public mind to a certain path of thinking.

The Uses and Gratification Theory is useful to the studies because it takes different dimension from the Magic Bullet theory of the media to the use the active audience put the media. In as much as the media tries to persuade the audience in accepting their product, the audience however, has the muscle to reject or refuse its product due to their multiplicity of factors.

In relations to the study objectives, the study seeks to find out whether the type of photographs on the front page of newspapers set agenda of the day. Again, the study seeks to find out whether the relevance of the photographs to the story is affected by the agenda setting process. Moreover, to the uses and gratification theory, the study seeks to find out how photograph on front page of newspaper influence readership and patronage.

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter outlines the method used in collecting data and describes the procedure of selecting the material used for the study. By the nature, purpose and objectives of the study, the researchers relied on self-administered questionnaires as the major data collection tool in order to seek meaning of the study under scrutiny.

According to Miller and Brewar (2007), quantitative research is concerned with the collection and analysis of data in numeric form. It tends to emphasize relatively large-scale and representative sets of data. This method measures numerically specific aspects of phenomenon using statistical analysis.

3.1 STUDY POPULATION

The study population is the complete set of individuals (subjects), objects or events having common observable characteristics in which the researcher is interested (Agyedu, Donkor and Obeng, 2007).

This study used a survey of the Ministries and Departments in Ashanti Region, Kumasi. Seven ministries and departments were selected for inclusion in the study. These are Immigration, Trade and Industry, Forestry, Controller and Accountant, Lands Commission, Labour and Statistical Service.

3.2 SAMPLING METHOD

Lunsford (1995) defined sampling as the selection of a subset of subjects of a given population under a study. Wimmer and Dominick (2003) also defined a sample as a subset of a population that is a representative of the entire population. A sample that is not representative of the population

regardless of its size is inadequate for testing purposes because the results cannot be generalized. In acquiring a define sample size for the study the non-probability sampling procedure was used. Seven ministries and departments were selected for the study. The purposive sampling technique was used to select the ninety (90) respondents.

3.3 SAMPLING PROCESS

Sampling process is a method used to select respondents for a study (Lunsford 1995). According to Wimmer and Dominick (2003), purposive sampling is intentionally selecting respondents or elements for a study based on certain characteristics or qualities to meet the needs and requirements of a study. Purposive sampling was used in the selection of the respondents. The questionnaires were administered to those who read newspapers.

3.4 SAMPLE SIZE

Lunsford (1995) defined sampling as the selection of a subset of subjects of a given population under a study. Wimmer and Dominick (2003) defined sample size as a required number of elements used in a study. A sample that is not representative of the population regardless of its size is inadequate for testing purpose because the results cannot be generalized. The non-probability sampling method was used in the study. Hundred people from the ministries and departments who purposively read newspapers were selected for the study. Ninety (90) of them were available to respond to the questionnaires.

3.5 DATA COLLECTION INSTRUMENT

A structured questionnaire was used to collect the primary data. Items of the questionnaires mainly included closed and open-ended questions. Respondents were briefed on the study and instructions that must be adhered to.

3.6 DATA ANALYSIS TECHNIQUE

Through administering of questionnaires, the data was analyzed and interpreted with the aim of answering the research objectives. Data obtained from the questionnaires were analyzed through the use of the software called SPSS (Statistical Package for Social Sciences) version 22, where in the analytical process we assigned figures to each variables under study since the software takes figures only to generate graphs and percentages for the collected information.

After the software analyzed the data keyed in, it espoused graphs and percentages to support our findings which have been tabulated and explicated in the forms of essays in chapter four.

3.7 ETHICAL CONSIDERATIONS

Access to respondents was formally negotiated before respondents were given the questionnaires. The researchers explain to respondents what the research is about and give an assurance of confidentiality of any information given by the respondents in the research process.

CHAPTER FOUR

FINDINGS PRESENTATION AND ANALYSIS

4.0 INTRODUCTION:

This chapter presents the findings and makes an analysis of the responses to the questionnaires and data collected. The data is presented in tables, bar and pie charts which tend to explain vividly the findings of the study of role of front page photographs on the readership and patronage of newspaper. The questionnaire was administered to 90 respondents.

4.1 DEMOGRAPHIC INFORMATION:

TABLE 4.1A Age distribution of respondents

Age	Freq	%
18-25	18	20
26-32	33	37
33-39	17	19
40-46	8	9
47-54	10	11
55-61	4	4
Total	90	100

Twenty percent (20%) of the respondents were aged between 18-25 years; 26-32 class was thirty seven (37%) and nineteen (19%) for 33-39 age range. Nine percent (9%) were 40-46 year old; 47 to 54 were found to be eleven percent (11%) as only four (4%) of the respondents represented 55-61 year group.

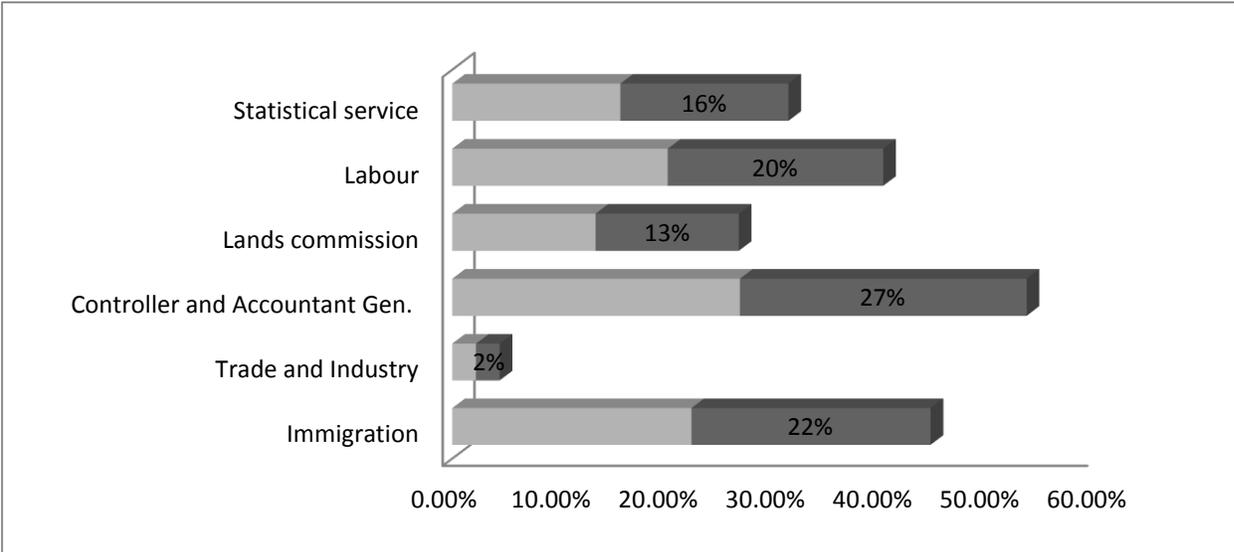
In effect, most of the respondents were positioned between the age ranges of 26-32 while few were caught in 55-61s. It seems the aged have quite a lesser interest in newspaper reading, as far as the Ashanti regional department and ministries are concerned.

TABLE 4.1 B Gender distribution of respondents

Gender	Freq	%
Male	57	63
Female	33	37
Total	90	100

Table 2 shows female dominance among the sampled participants for the study. Sixty-three percent (63%) of the respondents were male with thirty seven (37%) females. Perhaps men are interested in newspaper reading at the department and ministries in the Ashanti region than women.

Figure 4.1 Ministries and Departments of Ashanti Regional Office



Twenty-two percent of the respondents were immigration workers. Two percent were workers from the ministry of trade and industry. Twenty-seven percent of the responses were from the controller and accountants’ general department. Thirteen percent were from the lands commission. The Ministry of Labour etc. recorded 20% participation among the 90 effective respondents. Sixteen percent went for workers at the ministry of Statistical service.

Most of the respondents were engaged from the Controller and Accountants’ General department with little participation from the Ministry of Trade and Industries.

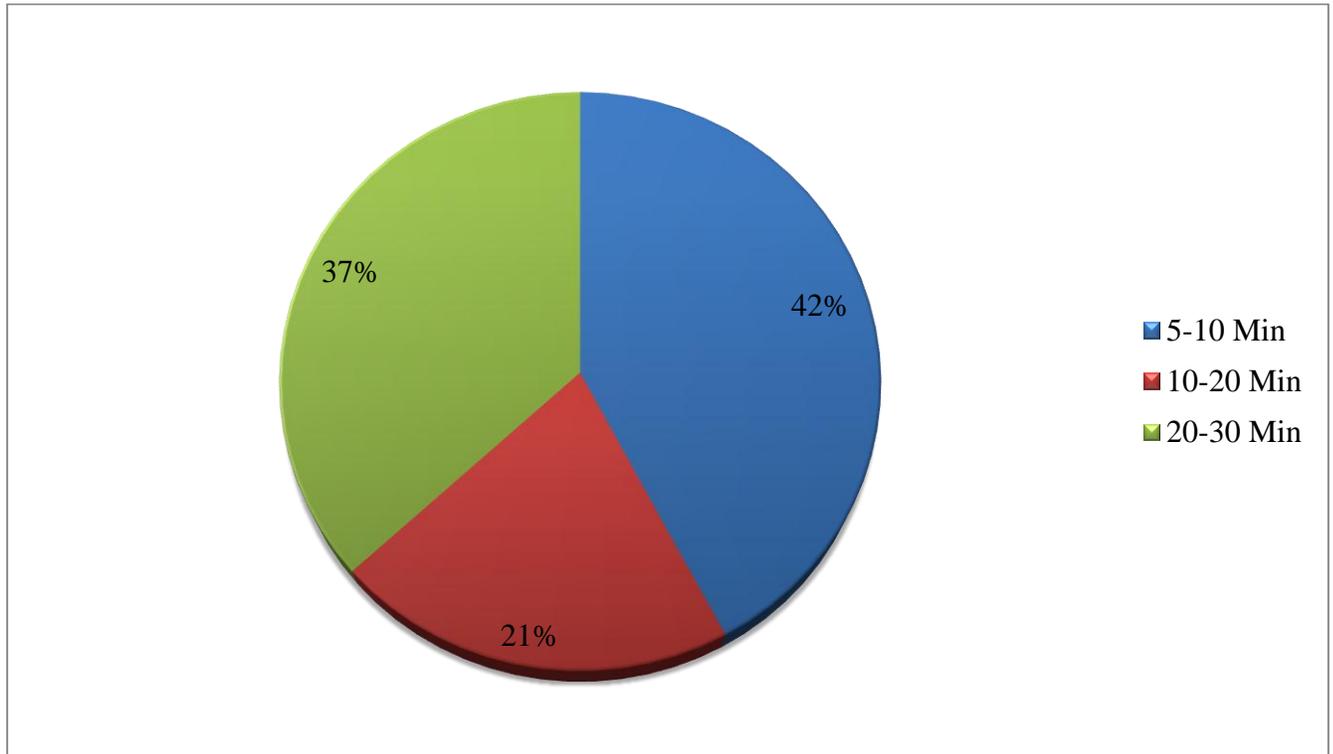
4.2 General information

Table 4.2 Readership and Frequency of Reading

READERSHIP	FREQUENCY	PERCENTAGE
Once a week	12	13
Daily	40	45
Not at all	3	3
Not often	35	39
Total	90	100

Not only that the respondents posit interest in newspaper reading, almost all actually read. Thirteen percent enjoy reading once a week, 45% read newspapers daily, 3% do not read; in spite of the busy schedules of the public sector, 39% seldom read the papers. However majority strives to be current with papers reading at the ministries and departments of Ghana on routine basis. The participants appear to have had ample exposure to the national newspapers.

Figure 4.2 Time spent on newspapers



Hardly do (Ghana) public servants make time to read on newspapers. From fig 37% of the respondents spend 20-30 minutes on newspapers whenever they desire to read. Twenty-one percent (21%) spend 10-20 minutes. The chunk use 5-10 minutes scanning through the news headlines and captions but do not read newspapers in detail. They formed 42% of the interviewees.

Table 4.3 Type of newspapers respondents enjoy reading and reasons

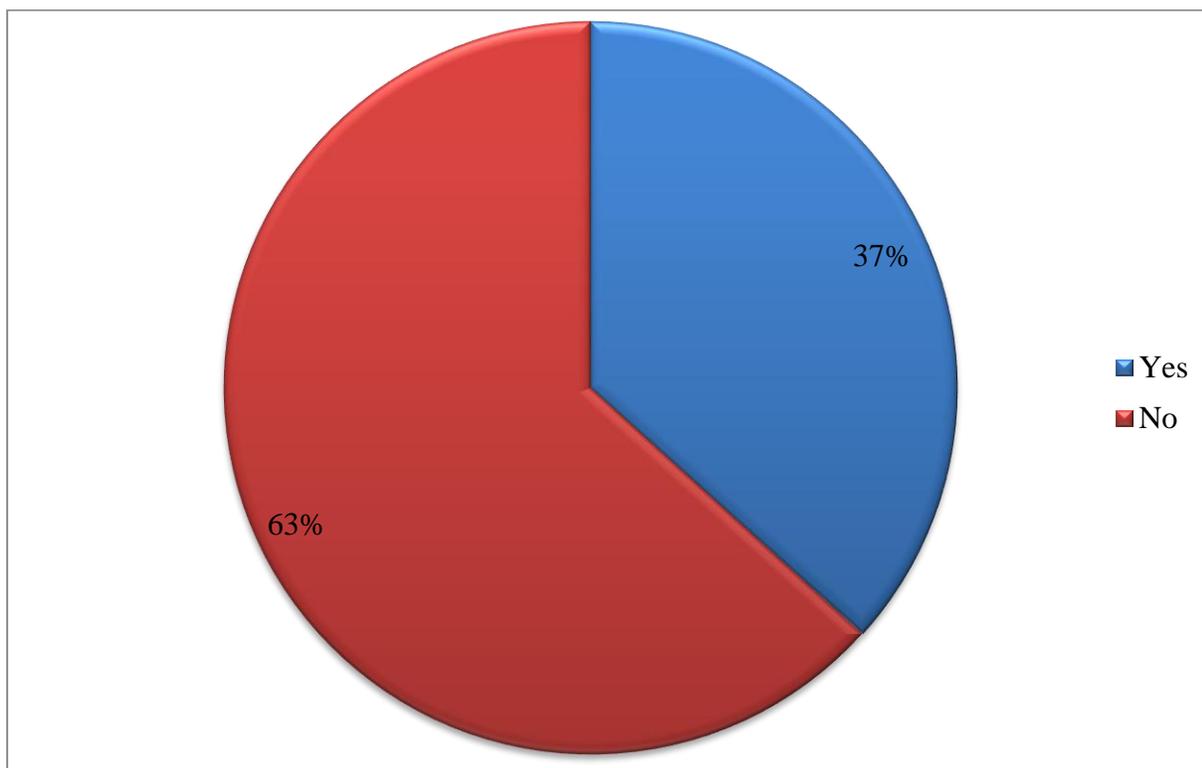
Type of newspaper	information		Education		Entertainment		News		Total Responses	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Daily Graphic	53	75	5	7	6	9	7	10	71	79
Daily Guide	9	56	6	38	-	-	1	6	16	18
Ghanaian Times	3	100	-	-	-	-	-	-	3	3
The New Crusading Guide	-	-	-	-	-	-	-	-	-	-
The Weekly Spectator	-	-	-	-	-	-	-	-	-	-
The Palava	-	-	-	-	-	-	-	-	-	-
Total	65	72	11	12	6	7	8	9	90	100

Seventy-nine percent of the respondents lean on Daily Graphic as their preferred newspaper.

Seventy-five percent read the paper for information, both on job market and others; 7% reads for English proficiency and updates (education); 9% for entertainment as 10% take the material for news being on local or international front. Eighteen percent (18%) read Daily Guide instead of the former according to table 3. As 56% pick the paper for informational purposes, 38% seeks education through their reading. However, six percent read for news updates. Three percent of the respondents read for information and resorts to Ghanaian times.

Stakeholder purpose of readership with Ghanaian newspapers varies in the light of this survey. Seemingly, most readers consult the papers for informational reasons. As few as 7% read the various papers solely to be entertained.

Figure 4.3 Do you enjoy patronage or reading newspapers rather than assessing other media.



The public servants rely more on the print media rather than the broadcast media in terms of information accessibility and patronage. Sixty-seven percent enjoy reading newspapers than rather than looking to the other media for information. That notwithstanding, thirty-seven percent use the broadcast medium and lean to it than the print. In all, many Ghanaians patronize and enjoy information accessed through the print media than surfing internet or merely listen to radio or watching television. This may be attributed to the growing population of people in the academic sector.

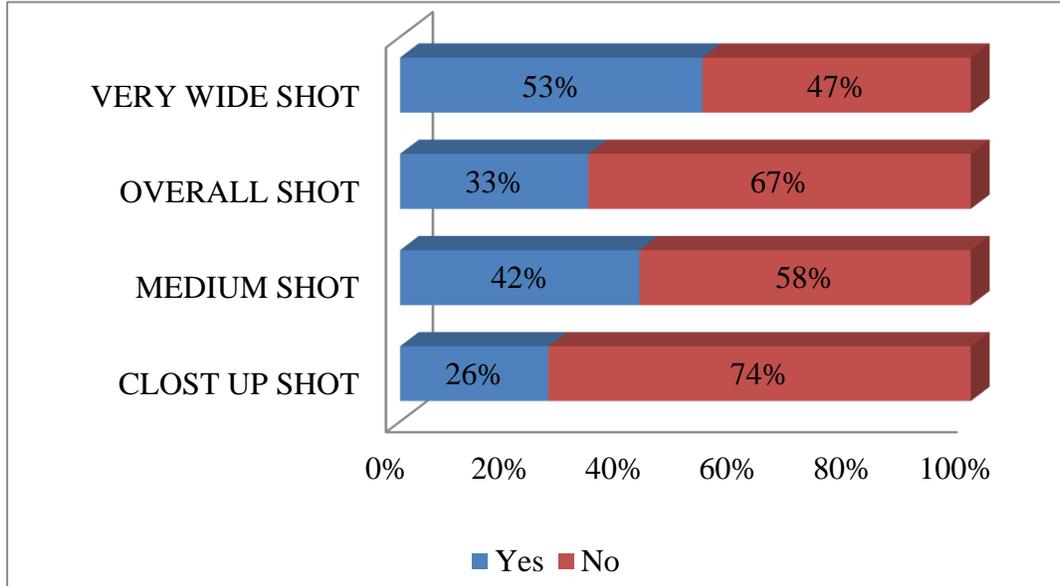
4.4 Review of front page photograph before reading and its Attraction to affect reading

Attraction Responses	Influence of front page photographs on readership and patronage.						Total Responses	
	Always		Sometimes		Never			
	Freq	%	Freq	%	Freq	%	Freq	%
Yes	47	81	11	19	0	0	58	64
Most of the Time	11	73	4	27	0	0	15	17
Sometimes	9	53	6	35	2	2	17	19
Total	67	74	21	23	2	2	90	100

The appearance of a front page photograph perhaps affects a paper's reading and patronage. According to table 4, 64% of the sampled respondents get attracted with the front page photographs, coming across a news stance. Eighty-one percent of the proponents always review the photos for pre-conception before digging into the related story, (where necessary). Nineteen percent consider the photos but not always. Seventeen reported their attraction with the said photos most at times; 73% of such respondents always review the front page images to impact their further reading while 27% does it sometimes. On the other hand, nineteen percent of the interviewees said they are attracted with the front page photos as published by the newspapers. Fifty-three examine the pictures before deciding reading or not; 35% seldom does the review as 2% never think of sighting the photos.

In effect, front page photographs attract many people to seek details. They end up forming conception through their review -to resolve making the dichotomous decision, either to continue reading or quit. Further interview shows that readers mostly get attracted with four kinds of pictures. According to the survey, Ghanaians show keen interest in political news pictures followed by social pictures and entertainment the least is religious news pictures.

Figure 4.4 Type of front page photographs and their effect on newspapers patronage



26% of the respondents said their purchase decision is informed by the type of photograph placed on the front page of a newspaper. Basically the close-up shot type does such magic. Seventy-four percent (74%) responses were no. Forty-two percent reported medium shot as the prevalent type drawing their attention to a particular paper's patronage. Fifty-eight percent refuted the shared idea. To 33%, overall shot type of photograph causes them to purchase newspapers; 67% responses were no. As 53% opined very wide shot pictures as their buying deterministic feature. Forty-seven percent suggested otherwise.

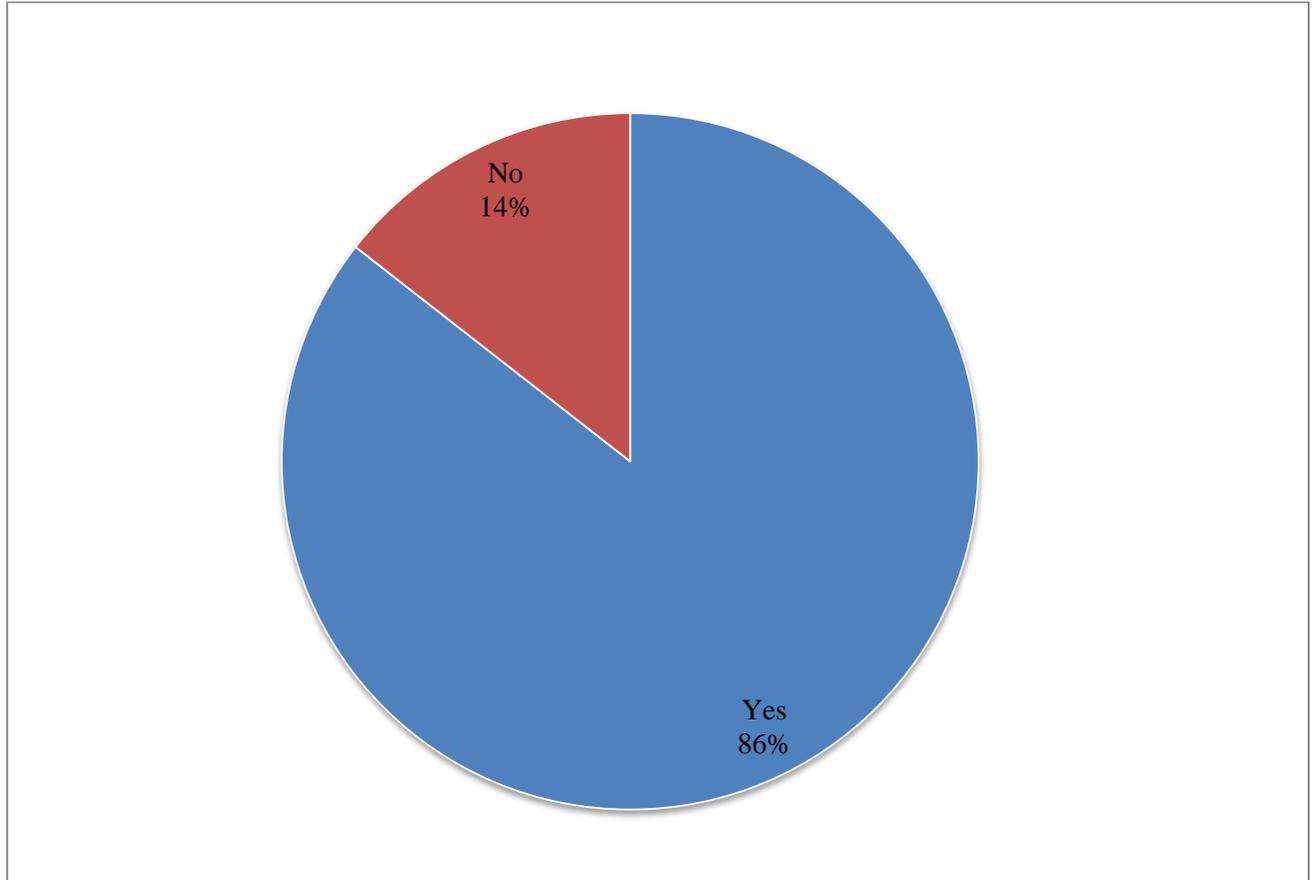
Although images displayed on the front pages communicate to the reader and somewhat inform their purchases, close-up shot pictures does little to the assertion, among other types of photographs enlisted.

Table 4.5 Relevance of front page photographs on content of newspapers

Responses	Frequency	%
Yes	28	31
Sometimes	47	52
Most of the time	15	17
Total	90	100

Thirty-one percent (31%) of the interviewees said so far the front page photograph seen in various newspapers correlate with the information content of the material. Fifty-two percent said the photographs are relevant to the content sometimes. Almost seventeen percent claimed most of the time the information content of the paper links to the cartoons and photographs shown on the front pages.

4.5 Influence of front page photographs on readership



Fourteen percent (14%) of the respondents suggested that front page photographs do not influence their readership. “I merely look for news items (captions and headlines etc) but not photos in my quest for reading a newspaper”, said one interviewee; the respondents added that in most cases their desire to read may not marry the message communicated by the photograph at the onset page. This makes it a blind alley for consideration, which is a fact. Eighty-six percent claimed the visual projections influence their readership. A participant explained his decision is influenced “especially where the photograph is about something or someone I cherish; then I’m curious to know more”. The survey solicited for further evidence to attest to the 86% claim. However, almost all shared unanimous view in line with the latter participant, which was quite intriguing.

So with the findings, we can conclude that photographs affect respondent's readership and patronage. Sixty-four percent (64%) confirmed this assertion. On the type of shot, the respondents have much interest in the very wide shot. The photographs placed on the front page relate to the content of the newspaper. Fifty-two percent (52%) confirmed this assertion. Eighty-six percent (86%) of the participants disclosed that, photographs placed on the front page about someone or something they cherished influence their readership and patronage.

Therefore, there is no gain arguing the potential influence a photograph has on drawing readers to a particular newspaper, essentially when cited at the front page. In Ghana, it is as if from every 90 readers, 86% in correspondence are influenced by the photographs portrayed in the various newspapers front page.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0. OVERVIEW

This chapter gives a summary of findings of the study, conclusion and recommendation based on the analysis conducted in the previous chapters.

5.1. SUMMARY

According to the findings of the study, twenty six (26%) of the respondents said their purchase decision is informed by the type of photograph placed on the front page of a newspaper. Basically the close-up shot type does such magic. Seventy-four percent (74%) responses were contrary to the shared idea. Forty-two percent (42%) of the respondents reported medium shot as the prevalent type drawing their attention to a particular paper's patronage. Fifty-eight percent (58%) refuted the shared idea. To thirty three (33%), overall shot type of photograph causes them to purchase newspapers, sixty seven (67%) responses were no. As fifty three (53%) respondent said very wide shot pictures attract them to buy newspaper, forty-seven percent (47%) respondents said otherwise.

The findings discovered that, images displayed on the front pages communicate to the reader and somewhat inform their purchases.

Again, thirty-one percent (31%) of the respondents said so far the front page photograph seen on various newspapers correlate with the information content of the material. Fifty-two percent (52%) said the photographs are relevant to the content sometimes. Almost seventeen percent (17%) claimed most of the time the information content of the paper links to the cartoons and photographs shown on the front pages.

From the study, it was revealed that fourteen percent (14%) of the respondents suggested that front page photographs do not influence their readership. “I merely look for news items (captions and headlines etc) but not photos in my quest for reading a newspaper”, said one respondent, the respondents added that in most cases their desire to read may not be influenced by the message communicated by the photograph at the onset page. Eighty-six percent (86%) claimed the visual projections influence their readership. A participant explained his decision is influenced “especially where the photograph is about something or someone I cherish; then I’m curious to know more”. The survey solicited for further evidence to attest to the eighty six percent 86% claim. However, almost all shared unanimous view in line with the latter participant, which was quite intriguing. There is no gain arguing the potential influence a photograph has on drawing readers to a particular newspaper, essentially when placed at the front page. In Ghana, it is as if from every ninety (90) readers, eighty six percent (86%) in correspondence are influenced by the photographs portrayed on the various newspapers front pages.

5.2 CONCLUSIONS

From the above findings the study discovered that a greater percentage of civil servants read newspapers and are attracted by the front page photographs which encourage them to read further. Again, the majority of the respondents buy newspapers because of the close-up shot type of photographs and also, majority of the respondents said the front page photographs have some relevance to the content of the newspaper.

5.3. RECOMMENDATIONS

Journalists must adopt using close-up shots of photographs since they clearly demonstrate the emotions of the personalities in the photograph. Journalists are encouraged to continue using attractive photographs on the front page of newspapers as they entice readers to read further. Journalists must always correlate photographs to the content of newspapers to enhance accuracy.

REFERENCES

- Adwoa S. Amankwah, Assibey Bonsu Ginn and Kwaku Ahenkora on the topic 'Gendering the Agenda': A Look at Front Page Photographs of a national newspaper, 2012.
- Babbie, E. (2005). The practice of Social research. New York. Macmillan
- Berg, B. L. (2004) Qualitative Research Methods for the Social Sciences, Boston, Pearson education
- Berg, B. L. (2004) Qualitative Research Methods for the Social Sciences, Boston, Pearson education.
- Bignell, J (1997), Media Semiotics : An Introduction. Manchester Press.
- Brake, L and Demoor, M (eds) Dictionary of Nineteenth-Century Journalism Academia Press and the British Library, Ghent and London.
- Carter, P (2000). A semiotic analysis of newspaper front-page photographs. (online) available: <http://ww.aber.ac.uk/media/students/pmc960/htm.december.1>, 2011.
- Chandler, Daniel (1994): Semiotics for beginners. (www document) URL <http://www.aber.ac.uk/media/documents/s413/>
- Communication theories origin, methods & uses in the mass media, Rywernaer J. Severin and James W. Tankard, Jr. 2001 p.294)
- Curran, J. and Gurevitch M. (2005): Mass Media and Society. (4th ed.). India Replika Press Put ltd.
- Flick, U. (1998) An introduction to Qualitative Research, London, Sage publications.
- Fomulation, Fermanent and Future: Mass impact and Introduction, 2005, 7th Edition, Shirley and Biagi
- Gambles, Helen (1998): A semiotic analysis of a newspaper story. (wwwdocument) URL <http://Uwww.abar.ac.uk/media/students/Wg9501>.....
- Micheal L, Carlebach 1992, Washington D. C., Smithsonian Institution Press.

Rock, P (1981): 'News as eternal recurrence' M. S. Cohen and J. Young(eds) (1981): The Manufacture of news: Social problems, Deviance and the Mass Media. London

Rock, P(1981): News as

Rogers D. Wimmer and Joseph K. Dominic 2003. An introduction, Mass Media Research, seven edition.

Ronald B. Adler and George Rodman 1991: Understanding human communication, fourth edition

Rudolph F. Verderber and Kathleen S. Verderber 2005: Communicate, eleven edition

Sandra Hybels and Richard L. Weaver 2011: Communicating effectively, sixth edition

Selby, Keith and Rou Cowdey (1995): How to study Television. Macmillan Press.

iii) Not at all ()

iv) Others (specify)

3) How much time do you spend reading newspaper?

i) 5-10mins () ii) 10-20mins () iii) 20-30mins () iv) Others

.....

4) Please indicate the type of newspaper you enjoy reading (you can choose more than one)

i) Daily Graphic ()

ii) Daily Guide ()

iii) Ghanaian Times ()

iv) The New Crusading Guide ()

v) The Weekly Spectator ()

vi) The Palaver ()

5) Why do you read newspapers?

i) For information ()

ii) For education ()

iii) Entertainment ()

iv) News ()

v) Others (specify)

.....

6) Do you enjoy reading newspapers rather than accessing other media devices such as T.V,

radio, internet etc? i) Yes () ii) No ()

7) Do you look at the front page photographs before you read newspapers?

i) Yes ()

ii) Most of the time ()

iii) Sometimes ()

iv) Never ()

v) Others (specify)

.....

8) Do the front page photographs attract you to continue to read the newspaper?

i) Yes ()

ii) Sometimes ()

iii) Never ()

iv) Others (specify)

.....

9) What kind of news picture(s) attract you the most (state one)

.....

10) Do the front page photographs influence you to buy or read newspapers?

i) Yes ()

ii) No ()

11) Please briefly explain

.....

.....

.....

12) Do the front page photographs have some relevance to the content of newspapers?

i) Yes ()

ii) Sometimes ()

iii) Most of the time ()

iv) Never ()

v) Others (specify)

.....

13) What type of front page photographs attracts you to buy a newspaper?

i) Extreme wide shot ()

ii) Overall shot ()

iii) Very wide shot ()

iv) Close-up shot ()