

# **APPRAISAL OF TELL MAGAZINE AND SUN NEWSPAPER OF PHOTOGRAPHS IN MAGAZINE AND NEWSPAPER PRODUCTION**

## **CHAPTER ONE**

### **1.0 Introduction**

#### **1.1 Background to the Study**

Photographs at glance trap the readers. If a photo is interesting enough, the reader will stop to it and read the caption and if the interest stays there the title of the article is read next. If the beginning of the article is catching enough the reader will read all of it. In conclusion only few of readers read an article but almost all the photos get noticed. Photos are of primary importance when selling magazine. The photos are actually magazine marketing.

Print media are over the years compete and struggling to survive. One basic tactic newspapers and magazines have often used to put message across. Photographs are used extensively by newspapers and magazines to convey information and advertise products and services. Practical application of photography is found in nearly every human endeavor from astronomy to medical diagnosis to industrial quality control. Photography extends human vision into the realm of objects that are invisible because they are too small or too distant, or events that occur too rapidly for the naked eye to detect. A camera can be used in locations too dangerous for humans. Photographs can also be objects of art that explore the human condition and provide aesthetic pleasure. For millions of people, photography is a satisfying hobby or a rewarding career.

The public wants to spend more time with pictures than text, and the immediacy and availability of photography makes that possible. Consumers want a photo with every story they read, but that it can cause strong emotions since a photograph can tell an entire story.

#### **Photojournalism**

Photo journalism is a particular form of journalism (the collecting, editing, and presenting of news material for publication) that creates images in order to tell a news story. It is now usually understood to refer only to still

images, but in some cases the term also refers to video used in broadcast journalism. Photojournalism is distinguished from other close branches of photography (e.g., documentary photography, social documentary photography, street photography or celebrity photography) by complying with a rigid ethical framework which demands that the work is both honest and impartial whilst telling the story in strictly journalistic terms. Photojournalists create pictures that contribute to the news media.

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

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 (e.g., physical danger, weather, crowds).

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