

IMPACT OF GRAPHIC PRESENTATION OF NEWS IN NEWSPAPER PRODUCTION: A CASE STUDY OF THREE MAJOR HINDI DAILIES IN HARYANA

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INTRODUCTION

Over the past few year or couple of years, technology has been integrated in our lives greatly. The most influential impact of technology is regularly on the transfer of information thorough various new high tech. modes. These high tech modes changed the style of newspaper writing, presentation and publication traditional methods. The twenty first centuries most innovative and creative invention in the field of printings is Graphics. And when we think about the newspapers, we think of them as bringing us news, when we think of news we think of what is going on in our surroundings us. And a newspaper is not only the source of information but it also a source of full entertainment. But it depends how it's designed so that the readers cum buyer immediately buy it and read it. As concern about the printing technology change the changed in the readers also took place. Now the readers cum buyers who always predict new content in the better presentation way. Now his behaviour not stable it changes every moment of the day. So it is very important and hard to hold the readers for the newspapers industry. That is why newspaper individually daily experiment the new things in terms of technology or content or the content presentation. In this manner newspaper also apply or adopt the new way of presentation in their printing the news. They also started to use the graphics in their news. Graphics are normally used in the form of Table's, Graphs, Pie Charts, Cartoon characters and Caricatures. This experiment by the media houses enhances their circulation and readerships, researchers said. If we talk about the graphics or to understand the meaning of real graphics these are the such visual elements which were used to explain any important information in such way that all text and content, photos or any video (when used in animation) in a story keeps the interest and also increase the readers of the newspaper if the news is published in form of graphical presentation. Graphical presentation of any news can be in the form of Pie charts, bar diagrams, used of caricature or cartoons. These graphics elements not even make the story interesting but also the important part of the content or the story. In our research or study we made it to prove that now the newspaper understood the importance of the graphics. Use of Graphics in a newspaper gives a feel of magazine. Which full feel the need of the buyers who wants to read magazines but because of higher cost could not able to buy magazines? So they satisfied themselves to read the newspapers. If we went to the history, the first graphic information in a newspaper was published in 1806 in The Times, a London based newspaper. That used graphic was a diagram of murder scene published for the motive of explaining the order of events in relation to the location (Finberg/Itule, 1990, p 121).

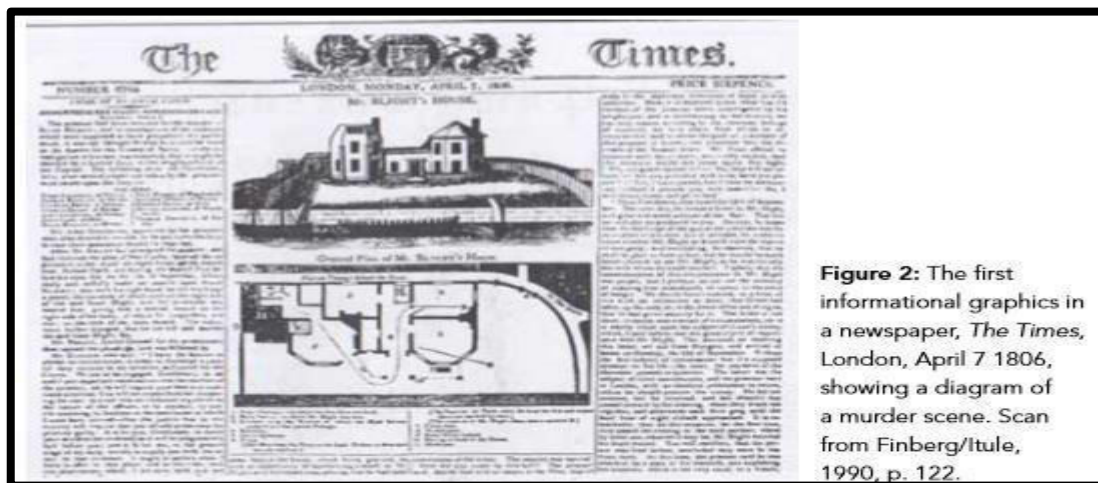


Figure 2: The first informational graphics in a newspaper, *The Times*, London, April 7 1806, showing a diagram of a murder scene. Scan from Finberg/Itule, 1990, p. 122.

Sources: Authors Compilation

Special Reference: *The current state of graphics in British newspapers and news magazines* Maren Volsdal Skirbekk Reading 2011, Dissertation submitted in the partial fulfilments of the requirements of the Master of Arts in Information Design at the Department of Typography & Graphic Communication, University of Reading, UK. Designed, typeset and printed the by author Maren Volsdal Skirbekk, using Bembo Std., & Avenir LT Std.

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For many years the use of informational graphics in newspapers was limited mainly due to time consuming production techniques and limited printing technology. But during World War I informational graphics became a common practice in newspapers in some part of world. Graphics in newspapers used by many purpose. For this we can say that it can be divided into two broad fields. One is flavour graphics and informational graphics. The purpose of flavour graphics is as the name suggests the reader is inspired to read the story. Flavour graphics usually illustrations and solve the purpose which is solved by the photography. They used this type of graphics when relevant photography is not available. Informational graphics cover a, a hinterland between photography and illustration' (Richard, 2000, p 89) and used when a story cannot be told or even understood by only use of the words. Accompanied only by photography or illustration.

SCOPE AND LIMITATIONS OF STUDY

The present study is limited to only three Hindi major newspapers in Haryana.

The study is also limited to observe the one month of the three newspaper i.e. from 15 December-2017 to 15 January-2018.

The study also limited in way that space of all graphical presentation of news measures in the sq. cm.

Study divided and concerned in three main segments of news in the newspaper i.e. Front Page/Head Lines, Sports Page and Business Page.

OBJECTIVE OF STUDY

To explore state of the total space in sq. cm. which newspapers used graphical representation of news among the three major Hindi newspapers of Haryana i.e. Dainik Bhaskar, Dainik Jagran and Punjab Kesari?

To also find out the pre-defined segments status of news in terms of graphical presentation of news of the newspapers including % age wise.

To know the overall graphical presentation of news among the three newspapers.

To find out the segment/page wise graphical presentation of news in the newspapers.

To find out the comparison of segment and newspaper in terms of graphical presentation.

METHODOLOGY

It is a case study and totally based on the primary data.

Data Collection

Data were collected during 15 December-2017 to 15 February-2018. It is one Month data in which graphical presentation of news space was calculated in sq. cm. and noted. Data as the basis was analysed using in the tabular, percentage and graphical methods representations.

SIGNIFICANCE OF STUDY

The findings of this study will educate the managers, editors even production managers and page makers on the impact, feature and advantages of graphics presentation in newspaper production.

This research will contribute to understand the consumer's behaviour as to enhance the circulation and readership. It proves that graphics presentation is another factors to increase the circulation.

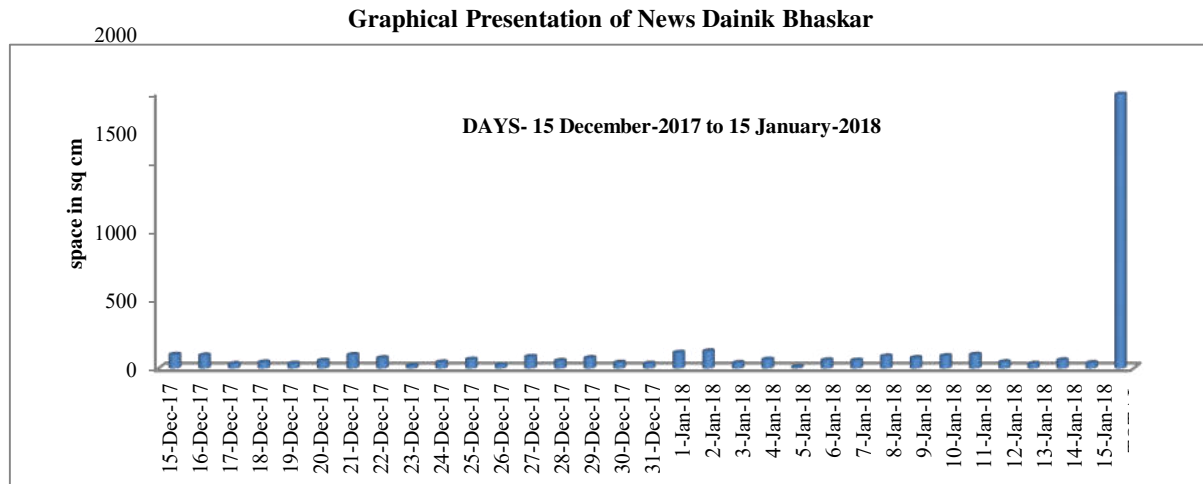
Table-1: Dainik Bhaskar (From 15 December-2017 to 15 January-2018)

S. No.	Date	Sq. cm.	S. No.	Date	Sq. cm.
1	15-December-17	100	18	1-January-18	115
2	16-December-17	95	19	2-January-18	125
3	17-December-17	33	20	3-January-18	40
4	18-December-17	45	21	4-January-18	65
5	19-December-17	35	22	5-January-18	10
6	20-December-17	56	23	6-January-18	60
7	21-December-17	98	24	7-January-18	58
8	22-December-17	75	25	8-January-18	88
9	23-December-17	20	26	9-January-18	76
10	24-December-17	45	27	10-January-18	90
11	25-December-17	65	28	11-January-18	100

12	26-December-17	25	29	12-January-18	46
13	27-December-17	85	30	13-January-18	34
14	28-December-17	55	31	14-January-18	60
15	29-December-17	76	32	15-January-18	40
16	30-December-17	42		TOTAL	1992
17	31-December-17	35			

Sources: Authors Compilation

Graph-1: Dainik Bhaskar (From 15 December-2017 to 15 January-2018)



Sources: Authors Compilation

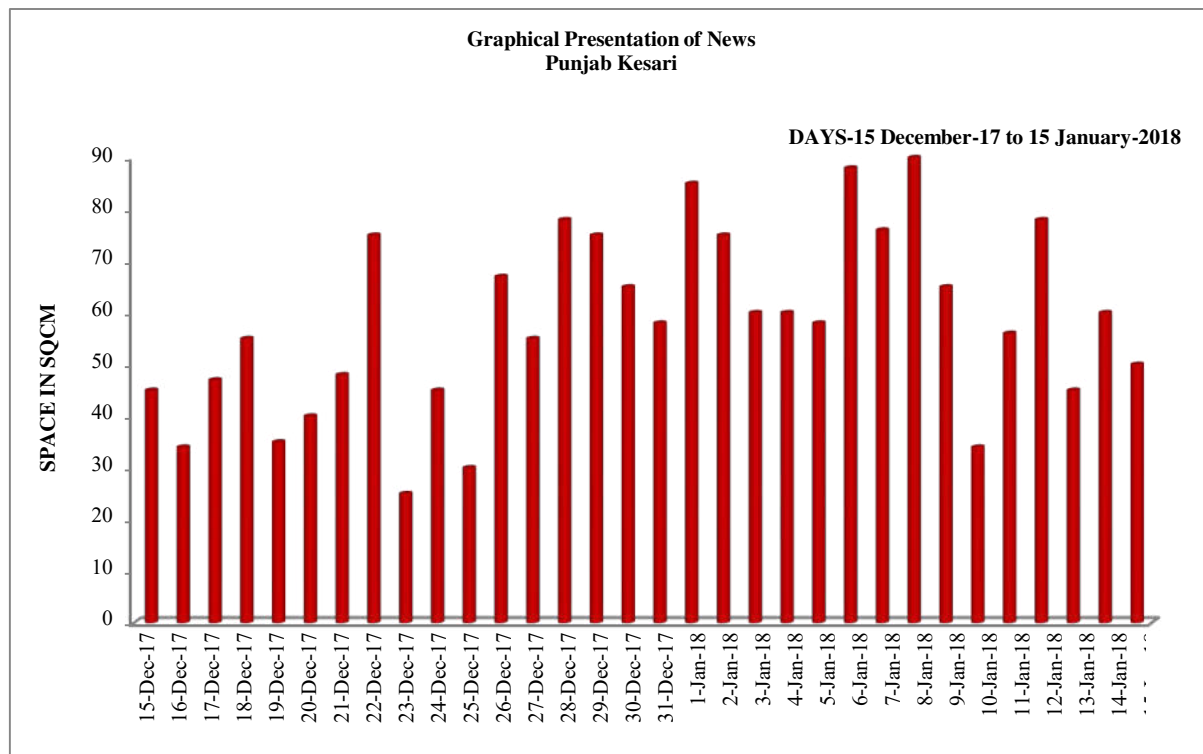
Graph-1 shows the overall picture of graphical presentation of Dainik Bhaskar news published. In this the Interpretation shows that a regular changes but not in very high level in terms of space but news in graphical presentation is regularly published. It proved that Dainik Bhaskar always tried to publish their news in graphical way so that it can be readable with interest of readers. If we concerned about the highest and lowest number of sq. cm. used for graphical presentation then it is 115 and 125 sq. cm., which is published on First and second January 2018 and 33 sq. cm., lowest published on 18 December-2017 i.e. and we predict the total sq. cm., published news in graphical presentation then it is 1992 sq. cm., of the total sq. cm., area of news published in said newspaper.

Table-2: Punjab Kesari (From 15 December-2017 to 15 January-2018)

S. No.	Date	Sq. cm.	S. No.	Date	Sq. cm.
1	15-December-17	45	18	1-January-18	85
2	16-December-17	34	19	2-January-18	75
3	17-December-17	47	20	3-January-18	60
4	18-December-17	55	21	4-January-18	60
5	19-December-17	35	22	5-January-18	58
6	20-December-17	40	23	6-January-18	88
7	21-December-17	48	24	7-January-18	76
8	22-December-17	75	25	8-January-18	90
9	23-December-17	25	26	9-January-18	65
10	24-December-17	45	27	10-January-18	34
11	25-December-17	30	28	11-January-18	56
12	26-December-17	67	29	12-January-18	78
13	27-December-17	55	30	13-January-18	45
14	28-December-17	78	31	14-January-18	60
15	29-December-17	75	32	15-January-18	50
16	30-December-17	65		TOTAL	1857
17	31-December-17	58			

Sources: Authors Compilation

Graph-2: Punjab Kesari (From 15 December-2017 to 15 January-2018)



Sources: Authors Compilation

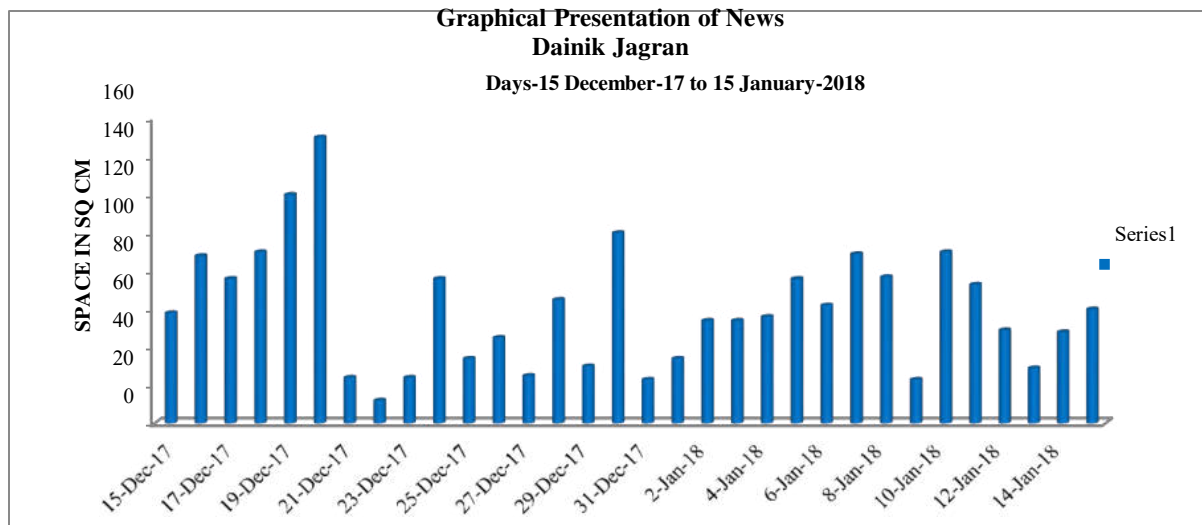
Graph-2 researchers tried to understand the overall picture of graphical presentation of Punjab Kesari. Interpretation shows that a regular changes in the figure of graphical presentation of the news in the newspapers. If we concerned about the highest and lowest number of sq. cm., used for graphical presentation then it is 85 sq. cm., which is published on First January 2018 and 34 sq. cm., lowest published on 16 December-2017 i.e. and we predict the total sq. cm., published news in graphical presentation then it 1857 sq. cm. of the total sq. cm., area of news published in said newspaper.

Table-3: Dainik Jagran (From 15 December-2017 to 15 January-2018)

S. No.	Date	Sq. cm.	S. No.	Date	Sq. cm.
1	15-December-17	58	18	1-January-18	34
2	16-December-17	88	19	2-January-18	54
3	17-December-17	76	20	3-January-18	54
4	18-December-17	90	21	4-January-18	56
5	19-December-17	120	22	5-January-18	76
6	20-December-17	150	23	6-January-18	62
7	21-December-17	24	24	7-January-18	89
8	22-December-17	12	25	8-January-18	77
9	23-December-17	24	26	9-January-18	23
10	24-December-17	76	27	10-January-18	90
11	25-December-17	34	28	11-January-18	73
12	26-December-17	45	29	12-January-18	49
13	27-December-17	25	30	13-January-18	29
14	28-December-17	65	31	14-January-18	48
15	29-December-17	30	32	15-January-18	60
16	30-December-17	100		TOTAL	1914
17	31-December-17	23			

Sources: Authors Compilation

Graph-3: Dainik Jagran (From 15 December-2017 to 15 January-2018)



Sources: Authors Compilation

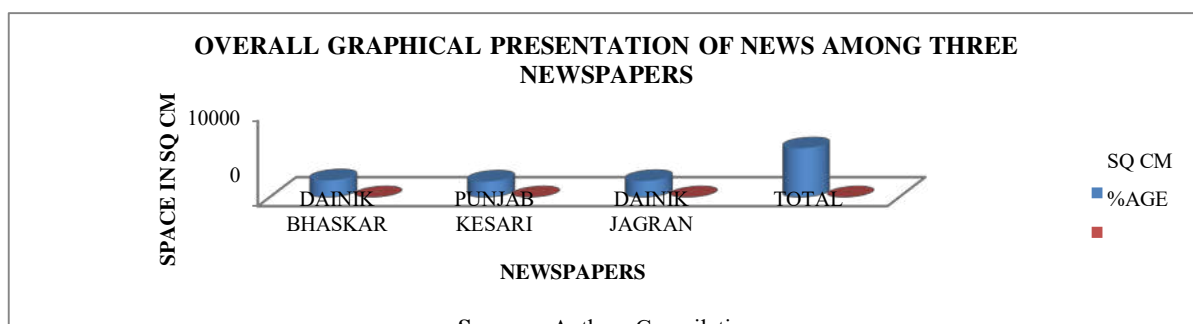
Graph-3 predicts the graphical presentation of Dainik Jagran. Interpretation shows that a regular changes in the figure of graphical presentation of the news in the newspapers. If we concerned about the highest and lowest number of sq. cm., used for graphical presentation then it is 150 sq. cm., which is published on 20 December 2017 and 23 sq. cm., lowest published on 09 January-2018 i.e. and we predict the total sq. cm., published news in graphical presentation then it 1914 sq. cm., of the total sq. cm., area of news published in said newspaper.

Table-4: Overall Graphical Presentation of News among the Three Newspapers

S. No.	Name of Newspaper	Sq. cm.	% Age
1	Dainik Bhaskar	1992	35%
2	Punjab Kesari	1857	32%
3	Dainik Jagran	1914	33.38%
	Total	5763	100%

Sources: Authors Compilation

Graph-4



Sources: Authors Compilation

Graph-4 predicts the overall graphical presentation of Dainik Jagran, Dainik Bhaskar and Punjab Kesari. Data and Figure shows that Highest use of sq. cm. for the news as graphical format is made by Dainik Bhaskar i.e. 1992 sq. cm. It is 35% of the total newspaper used the sq. cm. area of newspaper for the graphical presentation of news. On the second number Punjab Kesari is the newspaper which used 1857 sq. cm. for the graphical presentation of news i.e. also the 33% of the total area used by all three newspapers for the graphical way of news analysis in their newspaper. Next and last research paper is Dainik Jagran, data shows that Dainik Jagran published the 1914 sq. cm. of the total sq. cm. published as graphical presentation. And it is the 33.38 % of the

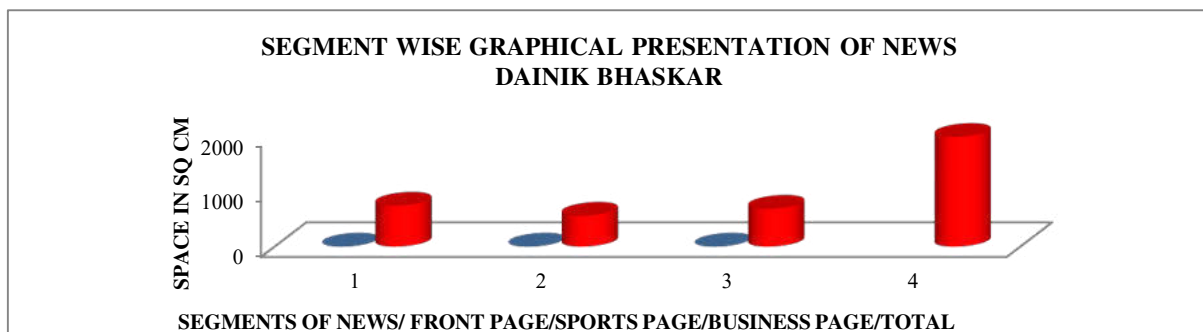
total sq. cm. published for the graphical presentation of news among the all three newspaper. The research's data hence proved that Dainik Bhaskar is the only paper among these three newspaper which used the maximum space for the graphical presentation of the news and the Punjab Kesari is second newspaper which used this method of graphical presentation of the news in his newspaper.

Table-5: Segment/page wise Graphical Presentation of News in Dainik Bhaskar

S. No.	Name of Segment	Sq. cm.	% Age
1	Main News/Front Page	743	37%
2	Sports News/Page	561	28%
3	Business News/Page	688	34.53%
	Total	1992	100%

Sources: Authors Compilation

Graph-5



Sources: Authors Compilation

Graph-5 predicts the segment or page wise graphical presentation of news in Dainik Bhaskar. It shows that in 1992 sq. cm. which was published by Dainik Bhaskar 743 sq. cm. area was published on front page or for the main head line i.e. the 37% of the total sq. cm. area published. 561 sq. cm. space published for the sports page i.e. 28% of the total published area. It means for the sports page 561 sq. cm. has been used by the newspaper in terms of graphical presentation of the sports news. At last remaining 688 sq. cm. space published for business/financial page or business news. In terms of %age it is the 34.53% of total area to be published for the news in shape of graphical presentation.

Table-6: Segment/page wise Graphical Presentation of News in Punjab Kesari

S. No.	Name of Segment	Sq. cm.	% Age
1	Main News/Front Page	668	36%
2	Sports News/Page	540	29%
3	Business News/Page	649	34.98%
	Total	1857	100%

Sources: Authors Compilation

Graph-6



Sources: Authors Compilation

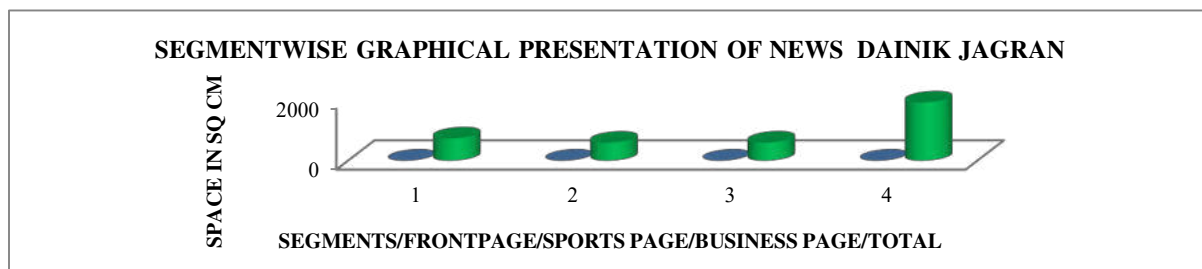
Graph-6 predicts the segment or page wise graphical presentation of news in Punjab Kesari. It shows that in 1857 sq. cm. which was published by Punjab Kesari 668 sq. cm. area was published on front page or for the main head line i.e. the 36% of the total sq. cm. area published. 540 sq. cm. space published for the sports page i.e. 29% of the total published area. It means for the sports page 649 sq. cm. has been used by the newspaper in terms of graphical presentation of the sports news. At last remaining 649 sq. cm. space published for business/financial page or business news. In terms of %age it is the 34.98% of total area to be published for the news in shape of graphical presentation.

Table-7: Segment/page wise Graphical Presentation of News in Dainik Jagran

S. No.	Name of Segment	Sq. cm.	% Age
1	Main News/Front Page	730	38%
2	Sports News/Page	590	31%
3	Business News/Page	594	31%
	Total	1914	100%

Sources: Authors Compilation

Graph-7



Sources: Authors Compilation

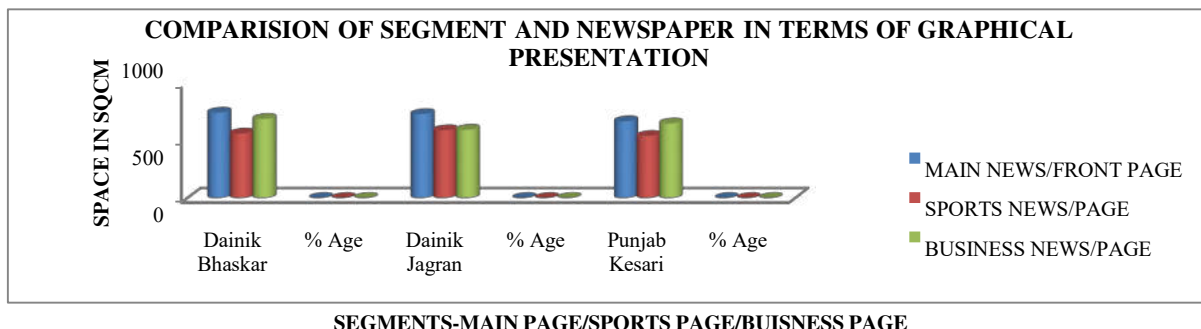
Graph-7 predicts the segment or page wise graphical presentation of news in Dainik Jagran. It shows that in 1914 sq. cm. which was published by Dainik Jagran 730 sq. cm. area was published on front page or for the main head line i.e. the 38% of the total sq. cm. area published. 590 sq. cm. space published for the sports page i.e. 31% of the total published area. It means for the sports page 590 sq. cm. has been used by the newspaper in terms of graphical presentation of the sports news. At last remaining 594 sq. cm. space published for business/financial page or business news. In terms of %age it is the 31% of total area to be published for the news in shape of graphical presentation.

Table-8: Comparison of Segment and Newspaper in Terms of Graphical Presentation

S. No.	Name of Segment	Dainik Bhaskar	% Age	Dainik Jagran	% Age	Punjab Kesari	% Age
1	Main News/Front Page	743	37%	730	38%	668	36%
2	Sports News/Page	561	28%	590	31%	540	29%
3	Business News/Page	688	34.53%	594	31.00%	649	34.98%
	Total	1992	100%	1914	100%	1857	100%

Sources: Authors Compilation

Graph-8



Sources: Authors Compilation

The Graphs shows that Dainik Bhaskar is the paper who published the Main Page news in graphical format in maximum space i.e. 743 sq. cm. (37%) in comparison to Dainik Jagran (730 sq. cm.), (38%) and Punjab Kesari (668 sq. cm.), (36%). If we talk about the Sports page then Dainik Jagran stood first position i.e. (590 sq. cm). (31%) which published their sports news in the graphical format. Rest of the two paper stood second and third position i.e. Dainik Bhaskar (561sq. cm. (28%) and Punjab Kesari (540 sq. cm. (29%). And at last The Business Page, here again Dainik Bhaskar become number one by using 688 sq. cm. (34.53%) space for the graphical presentation of the business or finance news. Rest of two like Punjab Kesari (649 sq. cm. 34.98%) and Dainik Jagran (594 sq. cm. (31%) used their space for publishing the news in graphical format.

FINDINGS

Study shows that Dainik Bhaskar is the maximum user of graphical presentation of their news. Dainik Jagran and Punjab Kesari also follow him on second and third position. In other finding researcher found that Front Page / Headlines are maximum present in the way of graphics. Then the Business page on second number to whom newspaper used for the maximum graphical presentation of the news for their readers. Last is sports page news which are published maximum in the graphical format. One another findings also founded that Dainik Bhaskar is the only newspaper which publish the news in graphical format on Front Page or main head line. Dainik Jagran displayed or published the Sports News by using the maximum space in comparison with another newspaper. Again Dainik Bhaskar stood first for the publishing of Business News on Business Page in graphical format in comparison with other newspapers.

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