



Research Article

Role of Pictures and Charts in Business News a Study of Major Indian English Daily Newspapers

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ABSTRACT

A quick and efficient way to explain written content is through pictures or the visual depiction of data. It is a more sophisticated method of communication. In addition to effectively conveying information, Indian newspapers use pictures to give their readers visual appeal. Pictures are becoming more and more common in Indian media, but without a scientific investigation, nothing can be asserted with certainty. The purpose of this study is to examine how pictures are used in major Indian publications. The data obtained from the research results has revealed that the highest percentage of news does not have graphs/sketches. In The Times of India 3.14 percent, in The Hindustan Times 7.08 percent and in The Hindu 5.52 percent of the news has graphs/sketches. In The Times of India 96.86 percent, in The Hindustan Times 92.92 percent and in The Hindu 94.48 percent of the news does not have graphs/sketches. The data obtained from the research has concluded that the news related to business news has the highest percentage of pictures whereas other kind of news does not have more pictures.

Introduction

Data or information can be represented visually with pictures. Through a range of visuals, it is used to examine issues, convey ideas, and tell tales. In popular media, pictures are frequently employed to pique readers' interest or enhance their comprehension of a certain subject or problem. In 1980's pictures were used to support reporting in Journals, reports, newsletters, and newspapers. These pictures effectively and efficiently communicated complicated information. Visualization is often what advert readers to a specific news website. The majority of news outlets employ skilled designers who select the placement, graphic components, scale, and tone of the visualizations. This is mostly guided by their knowledge of what "works best" in terms of how news consumers use and value the graphic depiction. Pictures improve cognitive processes and offer in-depth knowledge of the subject-matters. Data and information processing must be sped up and made simpler in the digital age due to changes in lifestyle. People look for attention-grabbing headlines and

graphics in the material. Determining if it's worthwhile to read more takes less time. Data visualization should be taken into consideration for a variety of reasons. It utilizes a major cognitive advantage in addition to having the ability to be incredibly beautiful and captivating. Over 50% of the human brain's capabilities are related to processing visual information. When a person is shown an informational image, the highest-bandwidth path to the mind is utilized. In a complex story, well-designed data visualization may get directly to the point while making an immediate and lasting effect on readers. Since visuals can affect readers' interest and choice of news so visualizations are considered attention-achievers. It is believed that including graphics in news items encourages users to read them and then process the content. Graphics are used to display data, prevent distortion, offer a large number of statistics in a small area, bring together a large data set, and entice readers to think about the information. Visuals need to be more than just ornamental and need to explain or characterize a certain occurrence. Data-information

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should be displayed throughout a large section of a graphic's print, with the ink altering in response to the data. The best graphics are very important since they are often the most efficient means of elucidating, analyzing, and distilling a set of data.

Recently the info graphics seem to have gained popularity because of the internet. In actuality, we have used icons, images, and photos to tell stories and exchange information throughout history. In addition to being used for site designs, maps, and graphs of statistical data for noteworthy events, info graphics are frequently employed to display the weather in newspapers. The way stories are presented and narrated is still influenced by the 21st century's growing usage of maps, charts, and other visual aids. A growing number of public and private sector organizations are creating info graphics as part of their publishing strategy, and they can be found in a variety of digital publishing channels in addition to traditional media like newspapers and magazines. The number of visualizations in newspapers and online news sources has increased dramatically. The digital age has drastically changed journalism, giving rise to new visual narrative formats tailored to the demands of tech-savvy news consumers.

Review of Literature

Asem, B. (2021). found that over the previous three years, info graphic usage has grown among India's top three English national daily with the biggest readership that are The Times of India, Hindustan Times, and The Hindu. The Times of India employs the most info graphics over a three-year period, followed by The Hindustan Times. Info graphics based on particular subject themes are also used in the national dailies' newspapers. Politics-themed info graphics are the least used, whereas business-themed info graphics are the most commonly used in all newspapers. Info graphics have fostered a paradigm change in journalistic culture by promoting visual appeal and making news material easier to understand. In fact, it has emerged as one of the most significant and cutting-edge news distribution developments in the newspaper industry. Vidyanta, U., & Rajamanickam, observed that lifestyle content was underrepresented in English newspapers, economic material was somewhat covered in Hindi publications. This shows what the editorials think, is more interesting to their audience. The next most recurrent topics in both the newspapers were politics, the weather, and the environment. Hindi newspapers resorted to simpler pictorial components, such as extensive figures, to convey their material, whereas English newspapers primarily placed the tables. While the Hindi newspapers favored enlisting icons and bar charts, the English dailies also displayed a fair representation through maps and organized lists. This is just another indication that Hindi editorials do not believe that their audience is intelligent enough to understand intricate info graphics.

Nellikka, S. (2010). Remarked that every online newspaper offers news covering several areas related to such as weather, business, entertainment, environment, health, and lifestyle. The internet newspaper designers ought to make an effort to present the news in a more enticing way. The Times of India, The Hindu, The Indian Express, and The Statesman's online versions contain information on the most read, commented on, and emailed news, which aid readers in determining the article's significance and worth. All over India the online newspapers may offer this service. Similarly, news is arranged in "editorials" and "headlines" in all online newspapers, which is creative and deserves credit. The ability to give the information to the readers is offered through the online editions of The Hindu, The Statesman, and The Decan Herald. Chopra, R. S., Mishra, A., Kalia, G., & Singh, R. analyzed that Indian publications make extensive use of info graphics extensively. Compared to Hindi media, English newspapers make greater use of info graphics but Hindi newspapers, however, are not far behind. The top and the business pages are where info graphics are used extensively. In addition to satisfying visual cravings, visual aspects elevate the design and the story's explanation. In terms of info graphic form, text-based info graphics are utilized more frequently in all publications because they may be incorporated with the least amount of work. They enhance the page's visual expression and improve the reading experience as a whole. These days, The Hindustan mostly concentrates on text-based info graphics, and the pulled quotations. Pulled quotes are now a essential component of HTML design. The majority of newspapers also practice statistical info graphics, although how they are used depending on the needs of the news story. Only statistics info graphics are offered when news calls for a more visual explanation. Process info graphics are used sparingly across the publication.

Research Objectives

1. To Find out uses of pictures in the business news.
2. To identify and analyze the types of charts commonly used in business news reporting.

Research Methodology

The present study is based on the content analysis of pictures and charts in business news in English newspapers. Hence the universe and population of the research is the news taken from English newspapers. According to the report of Indian Readership Survey 2023, 3 English newspapers cover the highest distribution in the list. These English newspapers are 1. The Times of India and 2. The Hindustan Times and 3. The Hindu. In this study, business news of these 3 English newspapers has been studied. The sample has been selected by the researcher from a finite population. A total of 181 editions were taken from these 3 English newspapers dated from 1

January 2024 to 30 June 2024. According to Morgan Table 1970, a sample of 127 editions was taken from each newspaper out of a total of 181 editions. In the present research, content analysis of the chosen 127 editions was done. In the presented research, the data has been tabulated and analyzed using computer software SPSS. Percentage method has been used to know the final result of the data. Tables and graphs have been used to display the data.

Data Analysis and Findings

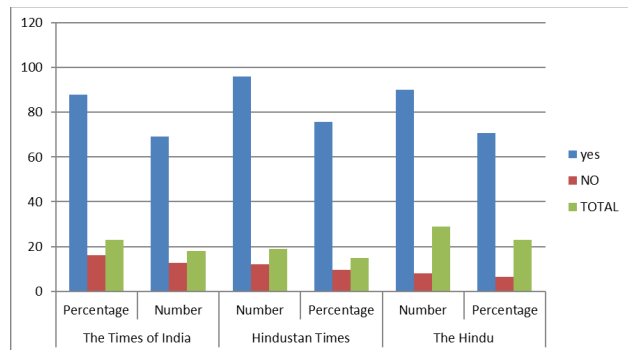
Pictures in news related to business in newspapers

Table-1: Pictures in news related to business in newspapers

| Pictures in news | | The Times of India | | Hindustan Times | | The Hindu | |
|------------------|---------|--------------------|------------|-----------------|------------|-----------|------------|
| Sr.No. | Picture | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 | Yes | 104 | 81.89 | 108 | 85.03 | 98 | 77.16 |
| 2 | No | 23 | 18.11 | 19 | 14.97 | 29 | 22.84 |
| | Total | 127 | 100 | 127 | 100 | 127 | 100 |

Table-1: Pictures in news related to business in newspapers

Pictures in news related to business in newspapers



Graph 1: Pictures in news related to business in newspapers

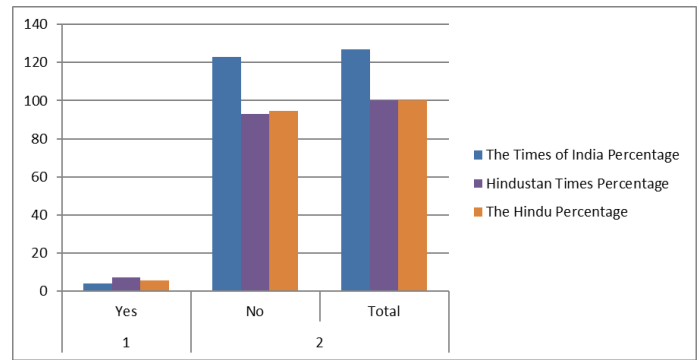
The above table1 and graph1 shows the data of pictures in the news related to business news in newspapers. 81.89 percent of the news in The Times of India, 85.03 percent in The Hindustan Times and 77.16 percent in The Hindu has pictures while 18.11 percent of the news in The Times of India, 14.97 percent in Hindustan Times and 22.84 percent in The Hindu do not have pictures.

Type of pictures in news related to business in newspapers

| Type of pictures | | The Times of India | | Hindustan Times | | The Hindu | |
|------------------|-------------|--------------------|--------|-----------------|------------|-----------|------------|
| Sr No. | Number | Percentage | Number | Number | Percentage | Number | Percentage |
| 1 | Colour | 88 | 69.29 | 96 | 75.59 | 90 | 70.86 |
| 2 | Black | 16 | 12.60 | 12 | 9.44 | 08 | 6.30 |
| 3 | No pictures | 23 | 18.11 | 19 | 14.97 | 29 | 22.84 |
| | Total | 127 | 100 | 127 | 100 | 127 | 100 |

Table-2: Type of pictures in news related to business in newspapers

Type of pictures in news related to business in newspapers



Graph 2: Type of pictures in news related to business in newspapers

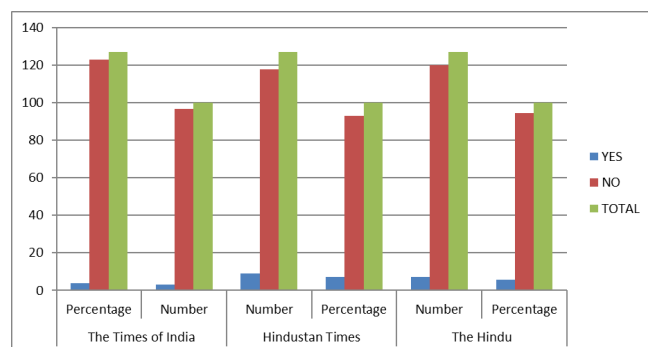
The above table2 and graph2 shows the data regarding type of pictures in business news in newspapers. In The Times of India, 69.29 percent, in Hindustan Times, 75.59 percent and in The Hindu, the type of pictures of business news is coloured while in The Times of India, 12.60 percent, in Hindustan Times, 9.44 percent and in The Hindu, the type of pictures of business news is black. In The Times of India, 18.11 percent, in Hindustan Times, 14.97 percent and in The Hindu, 22.84 percent of the news has no pictures of business news.

Graphs/Sketches in News Related to Business News in News Papers

| Graph/Sketch in News | | The Times of India | | Hindustan Times | | The Hindu | |
|----------------------|-----------------|--------------------|--------|-----------------|------------|-----------|------------|
| Sr. No. | Graphs/Sketches | Percentage | Number | Number | Percentage | Number | Percentage |
| 1 | Yes | 04 | 3.14 | 09 | 7.08 | 07 | 5.52 |
| 2 | No | 123 | 96.86 | 118 | 92.92 | 120 | 94.48 |
| | Total | 127 | 100 | 127 | 100 | 127 | 100 |

Table3. Graphs/Sketches in News Related to Business News in News Papers

Graphs/Sketches in News Related to Business News in News Papers



Graph 3. Graphs/Sketches in News Related to Business News in News Papers

The above table3 and graph3shows the data of graphs/sketches in the news related to business news in newspapers. 3.14% of The Times of India, 7.08% of Hindustan Times and 5.52% of The Hindu news have graphs/sketches. 96.86% of The Times of India, 92.92% of Hindustan Times and 94.48% of The Hindu news do not have graphs/sketches.

Research Summary & Conclusion

The data obtained from the research has shown that the highest percentage of news has pictures. Least percentage of news does not have pictures. 81.89 percent of news in The Times of India, 85.03 percent of news in Hindustan Times and 77.16 percent of news in The Hindu has pictures. 18.11 percent of news in The Times of India, 14.97 percent of news in Hindustan Times and 22.84 percent of news in The Hindu do not have pictures. The colored pictures are used more in percentage than the black ones in the business news and a very few news do not contain any picture. 69.29 percent of news in The Times of India, 75.59 percent of news in Hindustan Times and 70.59 percent of news in The Hindu has colored pictures. In The Times of India 12.60 percent, in Hindustan Times 9.44 percent and in The Hindu 6.30 percent of the news, the type of pictures of business news is black. In The Times of India 18.11 percent, in Hindustan Times 14.97 percent and in The Hindu 22.84 percent of the news, there are no pictures of business news. The data obtained from the research results has revealed that the highest percentage of news does not have graphs/sketches. Whereas very less percentage of news contain graphs and sketches. In The Times of India 3.14 percent, in Hindustan Times 7.08 percent and in The Hindu 5.52 percent of the news has graphs/sketches. In The Times of India 96.86 percent, in Hindustan Times 92.92 percent and in The Hindu 94.48 percent of the news does not have graphs/sketches. The data obtained from the research has concluded that the news related to

business news has the highest percentage of pictures. The least percentage of other news does not have pictures.

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