

BIBLIOGRAPHY

SAROL, JOHN GLEN S. APRIL 2013. *Beyond What Eyes can See: A Content Analysis of the Photographs Published by Baguio Midland Courier*. Benguet State University, La Trinidad, Benguet.

Adviser: Filmore Y. Awas, MdevCom

ABSTRACT

This study was conducted to analyze to photos published by Baguio Midland Courier. Specifically, it determined the processes being followed by the newspaper in publishing photos in terms of Selecting photos, Editing or enhancing photos, Captioning photos and Photo placement; determined the photo principles applied in the published photographs in terms of its Visual elements and Photo composition; categorized the photographs being published in terms of its type; decode the photographs on how it was used in the publication in terms of its photo placement, section placement, photo use, and photo message; and determined the challenges faced by the publication in relation to photojournalism.

A modified coding sheet was used to analyze 1,136 photos published in Baguio Midland Courier. The photojournalists and the editorial assistant of the publication were also interviewed.

For the processes followed by the newspaper in publishing photos, the editorial board of Baguio Midland Courier selects the photos to be published by the newspaper. The



publication enhances the photos they publish, only if the photos need improvement in lighting and clarity. The photojournalists and the contributors caption the photos. The layout artists and the editorial board arrange the photo placement. The sources of photos by the publication are from their photojournalists, government agencies and from the city hall.

The dominant photocompositions applied by the publication in their photos were categorized through simplicity, balance; rule of thirds, pattern and framing. Most of the applied composition in the published photos is Simplicity.

On the types of photography, most photos in Baguio Midland Courier were People Photography.

For the challenges faced by the publication in photojournalism, the publication said that its problems were the contributor's violation of the Publication's Guidelines, unprocessed photos and photos with no corresponding captions.

On how the photos were used in the publication, the photos were mostly placed in the headlines. The section of the newspaper where most of the photos were found was in the newspage. Most of the published photos support an article in the newspaper. The dominating social topics covered by the photos of Baguio Midland Courier were on public or civic, environmental and educational concern. The dominating message in the photos was community problems.

Based on the results, the study recommends that the photo contributors have to know the policies and standards of the publication when accepting submitted photos for a higher possibility of their photos to be published as suggested by the publisher. Related study should also be conducted in other local and national publications to analyze the photos used in the newspaper to assert the information stated in this research.



INTRODUCTION

Rationale

For many years, photojournalism has been an essential aspect of our daily news stream. It has emerged to have a vital role in the information dissemination amongst communities and is considered as one of the main attractions for newspapers these days.

The successful use of photographs and words in tandem is a realization of the powerful potential of the newspaper as a visual medium. Photographs are the stop signs in the designer's traffic pattern. Photographs are the most-looked-at items in newspapers (Garcia and Stark, 1991).

People have become more visual. Through the years, the advent of products associated with photography has gone viral including newspapers. As Lester (1996) stated, we are becoming a visually mediated society. For many, understanding of the world is being accomplished, not through words, but by reading images.

For most people who read newspapers, it is the photographs that summarize what has been written. This makes newspaper reading effective now as one can relate the news to real life scenes and understand fully what it must be like to be in that actual place at that actual time. For such people, it is the pictures that convey the news (Agarwal, 2006) but photojournalists do more than telling a story. With using as few images as possible, they are able to highlight the most important issues of a news story (Steve Digicams, 2012).

Photojournalism though is not often about capturing the news, it is also essential that photojournalists and publication staffs consider the themes, compositions, content and other factors contributing to the overall impact of every published photos.



With the stated importance of photojournalism in varied aspects, it is interesting to note how publications treat this type or field of photography in conveying information to their readers; thus, this study. Insight from this study may also contribute to the knowledge of students and photography enthusiasts as to how photographs are being considered and treated by these publications for information dissemination.

Statement of the Problem

Generally, the study aimed to content analyze the photos published by Baguio Midland Courier in their selected pages. Specifically, the study answered the following questions:

1. What are the processes being followed by the newspaper in publishing photos?
2. What photo principles are being followed by the publication in publishing photos?
3. What are the categories of the photographs published?
4. How are the photos used in the publication?
5. What are the challenges faced by the publication in relation to photojournalism?

Objectives of the Study

In general, the study found out the effectiveness of the published photos of Baguio Midland Courier. Specifically, the study was able to:



1. determine the processes being followed by the newspaper in publishing photos in terms of selecting photos, editing or enhancing photos, captioning photos and photo placement;
2. determine the photo principles applied in the published photographs in terms of its visual elements and photo composition;
3. categorize the photographs being published in terms of its type;
4. decode the photographs on how it was used in the publication in terms of the following: a.) photo placement, b.) section placement, c.) photo use, d.) photo message; and,
5. determine the challenges faced by the publication in relation to photojournalism.

Importance of the Study

The study may benefit our local newspapers as it may serve as a guide for better and effective way of presenting news stories through photographs. Insight from this may serve as a guide for campus and community newspapers for effective use of photographs to convey and relate information to its intended readers.

The study will try to further strengthen the function of photograph as a tool of communication, information and persuasion. The study may serve as a guide and reference for future researcher or as a resource to photojournalists in training.

The findings and recommendations may also serve as a means to improve and re-position the trend of photojournalism in the community.



Scope and Limitation of the Study

The study focused on content analyzing the published photos of Baguio Midland Courier from January to December 2012. Photographs that were content analyzed were those that were placed in the news and in the different sections of the newspaper except for the advertisements and obituaries. These are the Environmental Section, Regional Section, Science and Technology Section, Life Page, Business Page and Sports Section. The researcher also categorized which type of photography the photos would fall into aside from photojournalism, which is under factual photography.

The study did not cover the impact of the photos to the community, specifically to its readers.

The study was limited in determining the processes being followed by the newspaper in publishing photos in terms of selecting photos, editing or enhancing photos and captioning photos; the principles followed by the publication in terms of Visual elements and composition; the types of the photos being published by the newspaper; how the photographs were used in the publication; and the challenges faced by the publication in relation to photojournalism.

Impact of the photos to its intended viewers was not included in the study.



REVIEW OF LITERATURE

Photojournalism

Photojournalism is the use of photographs in conjunction with the reporting of news in media such as print newspapers, magazines, television news and internet reporting (Photography School, 2007). Photojournalism differs from other kinds of photography in that the emphasis is on the tenants of journalism, namely timeliness, accuracy, fair representation of facts and the context of the event and accountability to the public (ACS Distance Education, 2011). It is a type of journalism that depends on images to tell a story. It is not classical photography as the pictures taken are mostly or entirely related to a news story or event. They are not usually for entertainment or appreciation but more for conveyance of a news event (Abhishek Agarwai, 2006).

Wanke (2006) noted that images in newspapers must be relevant to the event and society in order to be effective. In addition, the photos must be accurate, informative and able to convey what is happening during a particular moment in time.

The beginning of modern photojournalism took place in 1925, in Germany. The event was the invention of the first 35 mm camera, the Leica. Before this, a photo of professional quality required bulky equipment; after these photographers could go just about anywhere and take photos unobtrusively, without bulky lights or tripods. The difference was dramatic, for primarily posed photos, with people aware of the photographer's presence, to new, natural photos of people as they really lived (Collins, 2012).

Added to this was another invention originally from Germany, the photojournalism magazine. These publications quickly took advantage of the new camera's portability, and



publications like Life, Sports Illustrated, and The Daily Mirror staked their reputation on fresh, timely images of matters of interest to their readers (Photography School, 2007).

Photojournalism became familiar after World War II. Germany's photo magazines established the concept, but Hitler's rise to power in 1933 led to suppression and persecution of most of the editors, who fled the country. Many came to the United States. During that war, the dramatic pictures of the conflict came not so often from the newspapers as from the weekly photojournalism magazines, photos that still are famous today. The drama of war and violence could be captured on those small, fast 35 mm cameras like no other. In the late 1970's, the cultural importance of photojournalism began to be recognized by the art world, and photojournalists were given exhibitions and retrospectives at museums and galleries (Photography School, 2007).

With the introduction of digital cameras, photojournalism has greatly augmented its capacity for reporting up-to-the-minute news from around the world. Not limited by exposures on a roll of film, digital chips can store up to a thousand images, and are less sensitive to airport x-rays and exposure to light. With a wireless internet connection, a photojournalist can send images from the field to his or her editor within seconds of their initial capture. As a medium, the digital photograph has opened up new venues for gathering news, from small, self-published newsletters, to the online blog. These new venues mean an increased market and an accelerated pace for the transmission of news through photographic images (Photography School, 2007).



Processes in Publishing Photos

There are different processes followed by different publications in publishing their photos depending on their existing rules and/or policies. What is common to these processes however, include the following: selection of photos, captioning, and appropriate placement of photos in the newspaper.

Captioning photos. Photo captions and cutlines are the most read body type in a publication. Of all the news content, only the titles of stories or headlines have higher readership than captions. It follows that standards of accuracy, clarity, completeness and good writing are as high for captions and cutlines as for other type. As with headlines, captions and cutlines must be crisp (Gibson, 1997).

Cutlines should explain the picture so that readers are satisfied with their understanding of the picture. They need not and should not tell what the picture has made obvious. It should supply vital information that the picture cannot (Gibson, 1997).

Photo placement in newspaper. Every day, the editorial staff of a newspaper makes decisions about which stories are most important. Obviously front page priority is a principle of newspaper design; the more important placement is in the upper portion of the newspaper.

Eye movements actually are sensitive and responsive to various design factors that are applied in building the graphical layout of newspapers. Consequently, reading behavior can be affected by graphic design (Holmberg, 2004).



Photography Principles

Photo Compositions may not always have definite rules but there are several guiding principles, which will help a photographer develop an eye for good composition.

Propatria Vigilans (2011) describes these as follows:

Simplicity. The purpose of a photograph must be clear. It must not be confused with a mass of elements which compete or distract from the main subject.

Pattern. Creating your pictures around repeating elements or patterns provides picture unity and structure. Pattern repetition creates rhythm that the eyes enjoy following

Rule of Thirds. The ratio of the length of the smaller part of the line to the larger part of that equals the ratio of the larger part of the whole line. This ratio of 2/3 is used to locate the placement of the center of interest.

Balance. Balance in composition means that the various elements in a photograph give harmony to the whole setting. Composing images such that elements of the image are balanced according to “visual weight” or “impact”.

Contrast. Contrast in photographic composition is an effective means of directing the viewer's attention to the center of interest. Positioning of subject elements to create contrast gives them added emphasis and directs the viewer's attention.

Framing. Framing is simply using other objects in your photograph to frame the main subject. This is probably one of the easier composition techniques in photography. Framing brings more depth to the picture and a better focus on what the main subject is.



Types of Photography

Photography is an expansive art form that includes more than just portraiture, landscape or glamour photography. Both professional and amateur photographers may favor specific types of photography over others. The following are types of photography included in the study:

Animal photography. Animal photography is simply the photography of all types of wildlife such as fish, birds, dogs or the likes (Media College, 2012).

Documentary photography. This type of photography uses pictures as historical document evidence of a community's particular situation. (Photography.com, 2012)

Event photography. A type of photography that concentrates on gathering of people.

Forensic photography. These include Police and legal Photography. (PhotoMart Gazzete, 2012)

Macro photography. The art of photographing very small or close up objects (Namemedia Photography, 2012)

Travel photography. Photography to showcase locations and promoting travel sites (Namemedia Photography, 2012).

Action photography. This is a type of photography featuring the subject in motion or action (Dictionary.com, 2003).

People photography. People photography focuses on photos with persons in it (Photostackexchange, 2011).



Nature photography. Nature photography focuses on landscapes, forests or mountains that may not be seen in person. It showcases the beauty of nature (Nikonites, 2010).

Architectural photography. Architectural photography is specialized photography of structures or buildings (Namemedia Photography, 2012).

Challenges Faced in Photojournalism

Because images evoke almost immediate emotional responses among viewers, pictures have tremendous impact. With well-chosen words, visual messages combine to educate, entertain and persuade. But the flip side to such visual power is that images can also offend shock, mislead, stereotype and confuse (Lester, 1995).

Media critics and viewers question the use of gruesome images, dozens of photographers hounding celebrities, picture manipulations that present misleading views, visual messages that perpetuate negative stereotypes of individuals from various multicultural groups, and images that blur the distinction between advertising and journalism (Lester, 1995) This is contrary to what (Nelson, 2012) stated that our goal in photojournalism is reality. The foundation of ethics in photojournalism is that our photographs of any situation should look the way our eyes saw it.

Photo Messages

Any photograph must speak for itself. This means that on seeing a photograph, the person watching it must immediately understand what it is trying to convey. A picture can convey a message more convincingly than a thousand words (Optional Modules Photojournalism, 2010).



The saying "a picture is worth a thousand words" is never more true than with a photograph. Photographs have tremendous power to communicate information. But they also have tremendous power to communicate misinformation, especially if we're not careful how we read them. Reading photographs presents a unique set of challenges (Thibault & Walbert, 2003).

Operational Definition of Terms

Social Concern. These are photos that depict concerns of the public. These photos showcase the public's interests whether on other people's lifestyle, a community's situation, etc.

Environmental Concern. These are photos that depict nature itself and activities that nourish and protect the ecological system.

Educational Concern. Photos on educational concern are those that show an academic environment, student achievements and training programs.

Economic Concern. These photos depict business establishments and sightings of people's livelihood in the region.

Sports. Photos that showcases the city's athletic achievements and programs. It also includes sport events and local athletes.

Health and Science Concerns. These are photos that depict health awareness programs, medical practitioners and facilities.

Political Concern. Photos in this aspect depicts government projects, public donations to communities and regional campaigns.

Agriculture Concerns. Photos that fall under agriculture depict farming practices and facilities.



METHODOLOGY

Locale and Time of the Study

The study was conducted at the office of Baguio Midland Courier and at the Benguet State University Library.

Baguio Midland Courier is located at Kisad Road, Baguio City. It can be reached by 15-30-minute ride from Benguet State University.

Benguet State University Library is located near the BSU-Secondary Laboratory School.

The study was conducted from December 2012 to February 2013.

Subject of the Study

The study analyzed the photos published by Baguio Midland Courier. It covered the January 2012 to December 2012 issues of the publication.

Baguio Midland Courier is a local publication located at Baguio City. It releases its issues weekly and circulates all over the CAR region. It has multiple sections including Science and Health, Environment and Regional News. It has also been a recipient of multiple awards such as Best Edited Weekly Newspaper and Best Editorial Page of the Philippine Press Institute, UNICEF child friendly Newspaper of 2005 and 2006.

Baguio Midland Courier sold its first issue on April 28, 1947 with Sinai C. Hamada as founding editor. “Syne” as fondly called is the son of Ryukichi Hamada, an Engineer & a Japanese immigrant in Baguio City, and Josefa Cariño, an Ibaloi who belonged to one of the most prominent families in Benguet. Besides being a Journalist, he was also a lawyer and a fictionist in the Cordilleras. Pioneering the publication, he together with his brother



Oseo Hamada and his half-sister Cecile Afable, started one of the early community newspapers in the country.

The current general manager of the publication is still Charles M. Hamada. The editorial staff is composed of Jimmy Laking, Liza Agoot, Harley Palangchao, Jane Cadalig, Rimaliza Opina, Hanna Lacsamana and Christopher Hamada.



Figure 1. Sample front page of Baguio Midland Courier



Respondents of the Study

The respondents of the study composed of Baguio Midland Courier's Photojournalist, Harley Palangchao and Editorial Staff member, Christopher Hamada. They served as the key informants.

Harley Palangchao was chosen purposively being the official photographer of the publication.

Christopher Hamada was interviewed to determine the processes applied by the publication in publishing photos including the challenges the publication faced in relation to photojournalism.

Data Collection

The photos published were coded and analyzed by the researcher using a coding sheet purposively created for this kind of study. It was manually coded which started from December 2012 to February 2013 giving a two-month time frame.

The researcher set the category of topics covered by the publication depicted in the photos analyzed based on common community topics as follows: social, environmental, political, economical, educational, agricultural, health and science, and sports.

Questionnaires and personal interview using guide questions were used to supplement other needed information.

Data Gathered

Photos were coded and analyzed to determine what types of composition do they imply whether simplicity, rule of thirds, balance, contrasts, framing and pattern. The



researcher also analyzed what types of photography they fall into whether pet photography, documentary photography, event photography, forensic photography, macro photography, travel photography, action photography, people photography, nature photography and architectural photography. It was noted if the photos were stand-alone photos or were photos that supports an article. It was also noted how many photos were published during the timeframe of the study.

Data on challenges faced by the publication and the processes of photo publication were gathered through interviews from photojournalists and staff members.

Data Analysis

The data were collected and analyzed using a coding sheet and was interpreted and measured through descriptive statistics.

The photos that were analyzed by their composition were coded based on Propatria Vigilán's list of photocompositions. These were simplicity, balance, rule of thirds, pattern and framing.

The following are the standards followed by the researcher in determining the composition of a photo in the publication:

Simplicity. Photos that shows only one subject for a viewer to see. These are photos that do not add other distracting elements that will compete to the attention of a viewer.

Balance. Photos that fall under balance are those that have two subjects but share the photo's visual weight.

Rule of thirds. These are photos where in the subject are placed in the four crossed intersections of the photo.

Pattern. Any photo that creates repeating elements of its subject.



Framing. Photos where different resources frame its subject mostly tree branches, leaves, etc.

The photos that were analyzed by their types were based on various sources. These were animal photography, people photography, event photography, nature photography, travel photography, documentary photography, action photography. Architectural photography, forensic photography and macro photography.

The following are the standards followed once again by the researcher in determining the type of photography applied by the published photos:

Animal photography. These are photos that include any forms of wildlife, dogs, birds, etc.

People photography. The photos that were categorized in people photography were photos that include people in them.

Event photography. These photos are those that were taken on gatherings of people.

Documentary photography. The photos that were under documentary photography are photos that were taken around the region that documents people's lifestyle and livelihood and a community's situation.

Nature photography. Nature Photography includes photos that show landscapes, forests or mountains.

Travel photography. The photos that were categorized in Travel Photography are those that showcase a location or travel sites in the region. For example, Mt. Pulag and the Sagada cave.

Action photography. Any photo that shows the subject in the act of motion.



Forensic photography. These are photos that show police officers in a crime scene, interrogations with suspects and confiscations of illegal materials.

Architectural photography. The photos that were categorized in architectural photography are photos that have a subject of structures, buildings and establishments in the region.

Macro photography. Macro photography includes photos where in the subject was taken in a close up range.



RESULTS AND DISCUSSION

Processes Followed by the Newspaper in Publishing Photos

From the interview with Christopher Hamada, Baguio Midland Courier editorial assistant and staff member, the processes followed by the newspaper in publishing photos include selecting photos, enhancing photos, captioning, placement and their sources. These processes being practiced were discussed briefly below.

Selecting photos. According to Hamada, selecting photos to be published in the publication is assigned to the editorial board. The editorial board is tasked to screen the photos in terms of their composition, their relevance to the event and the clarity of the message that it portrays. Hamada emphasized that these elements are important aspects they are looking into in a photograph being submitted. These elements are the basis whether or not a photograph will be published in their publication.

This corroborates the statement of Agarwal (2006) that images published by a publication must be informative and that it is very important that the photograph is relevant to the context of the story being reported.

In addition, Hamada added that photos are required by the publication to be in high definition quality and should be in a digital format. The digital format accepted by the publication is in JPEG, which is the standard format for digital photos.

In the perspective of the layout artist, this requirement of the publication for its photo format is due to the convenience in processing the photos electronically once it is given to the layout artists of the publication.



In terms of how the photojournalists and photo contributors submit their photos to the publication, Hamada said that photos were send either personally or through email, depending on a number of situations. According to Hamada, the official photojournalists of the publication submits their photos personally to the editorial board in cases that they were available in the area for submission. In cases that they cannot submit personally, they were allowed to submit it via e-mail or through online photo sharing with the layout artist. Contributors on the other hand send their photos through email.

In general, Hamada said that in the process of selecting photos, they make sure that they prioritize those photos with visual impact even without reading the caption. This statement of Hamada supports what Agarwal (2006) noted that visual impact of photographs is another very important aspect being checked by publications since photos for most people who read newspapers, summarizes what has been written.

Ehidiamen (2012) further strengthened this by stating that the aesthetic values and the visual impact of photographs enable it to serve as a tool to attract reader's attention and break the monotony of news content. Thus, photographs enhance and beautify the pages of a newspaper.

Editing or enhancing photos. According to the key informants, the publication enhances their photos but is strictly used for the improvement of its photo clarity, and lighting only. Cropping of unwanted element in a photograph is allowed by the publication and is being done usually by the layout artist or the photographer himself. This coincides with the basic tips being given to starting photographers that unwanted elements in a photograph should be removed for better visual impact.



The publication is not also allowed to manipulate photos. Manipulate in their context means creating or removing some elements in the photo to appear it as real that presents misleading views of the event. This supports what Knight (2011) emphasized that manipulation of photos is strictly forbidden in publications as they are considered as factual photographs; nothing should be edited into or out of an image. Knight added that post-production work should only focus on correcting color problems, exposure and latitude problems, and slight sharpness problems that also supports what Hamada had stated earlier in the discussion.

It can be noted in the result that manipulation is not really considered in photojournalism. Lester (2005) has more to say about this manipulation in photographs under photojournalism:

“Picture and subject manipulations have been a part of photography since it was first invented. But because of computer technology, digital manipulations are relatively easy to accomplish, hard to detect and perhaps more alarming, alter the original image so that checking the authenticity of the picture is impossible. Some critics have predicted that in a few years, images -- whether still or moving -- will not be allowed in trials as physical evidence because of the threat to their veracity created by digital alterations.”

Hamada added that most of the photos enhanced by the publication were photos that were scanned and converted to digital format. This is due to the lack of color details and the quality usually being produced by scanned photos that may not fit for publication printing.



In terms of enhancing photos, Hamada stated that the publication uses the software Adobe Photoshop as it is easier on the side of the layout artist.

In line with this, Adobe Photoshop is a graphic editing program developed by Adobe Systems. It is considered to be one of the leaders in photo editing softwares. The software allows users to manipulate, crop, resize, and correct color on digital photos (BusinessDictionary.com, 2012).

There were several methods that the publication applied to photos that needed improvement for its clarity and lighting using Photoshop. One of these methods was through accessing the 'levels' menu of the software. This feature of the software lets the user adjust the lighting and shadows of a processed digital photo. A sample of the feature is seen in Figure 2.

Another method was to use the highlights and shadows menu of the software. This menu lets the user bring out hidden details or highlights from shadows in a digital photo. A sample of this menu is shown in Figure3.

Finally, the last method used in adjusting photo clarity and lighting in a photo was the curves menu that is also similar to levels but has more in-depth configurations.

The curves menu lets the user adjust the color, depth, shadows, midtones and lighting of a photo with different types of controls and settings. A sample of the curves menu is shown in Figure 4.



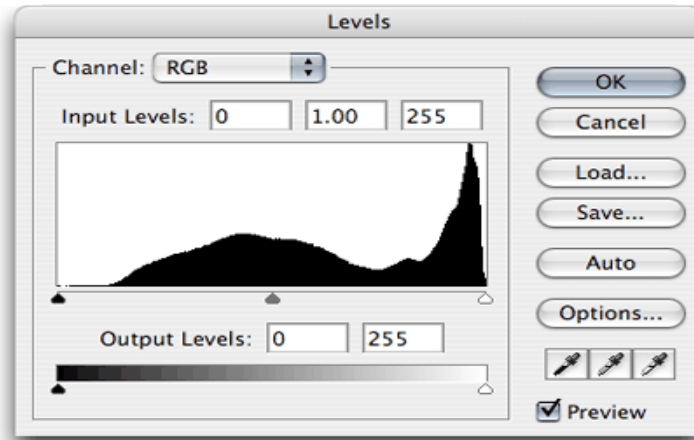


Figure 2. A sample of the Levels feature in Photoshop

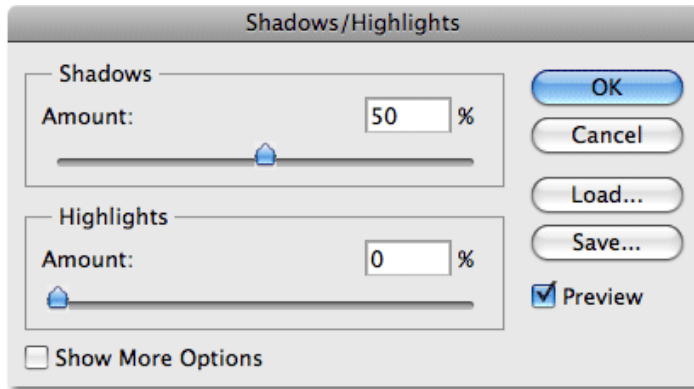


Figure 3. A sample of the Shadows/Highlights menu in Photoshop

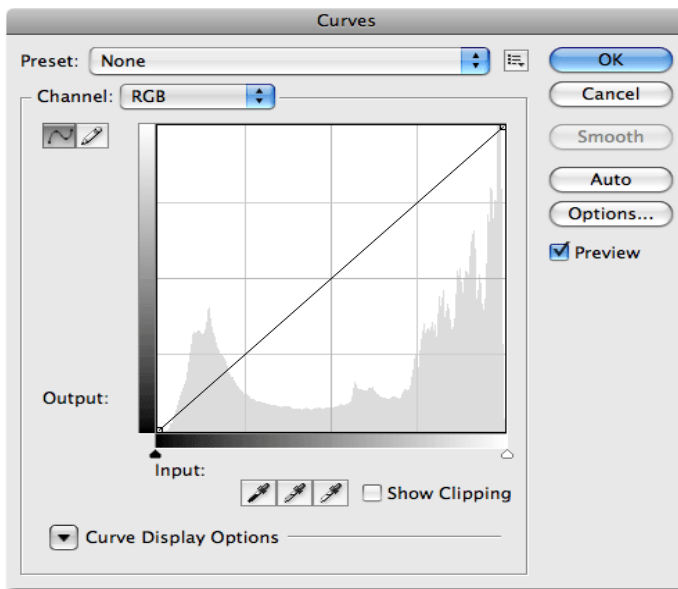


Figure 4. A sample of the Curves menu in Photoshop

Captioning photos. According to Hamada, captioning of photos is a task given to the photographer. Harley Palangchao, the publication's official photojournalists, supported this stating "photographers do the captioning of their own photos but are subject to revision by the editorial board." It can be noted that the photojournalists and the contributors captioning their photos has an advantage because they have been in the event themselves which gives them more information to tackle while captioning the submitted photos.

For some publications other than Midland, captioning photos may be assigned to a certain member of the editorial board given their writing skill; however, the photographer should provide important details of the photograph. This can be supported by an online page published by the University of Wisconsin about "Headlines, Photos, Captions" (<http://facstaff.uww.edu/carlberj/230/hpc.htm>, n.d.) stating that captioning is a task given to proofreader/editor of publications. He/she makes sure the image is the right size, is positioned properly, is relevant and appropriate, is cropped if necessary, and has proper attribution.

Palangchao also mentioned their usual process in captioning their photos as follows: identifying the subject, describing the event appropriately, and emphasizing the relevance of the subject. This corroborates to the statement of Irby (2011) that photo captions should always identify the main people in the photograph and to be able to establish the picture's relevance to what it portrays.

Photo placement. Usually, the photo placement for the newspaper, according to Hamada, is decided upon by the layout artist and the editorial board but are limited to arranging the photos to be placed on the front and back page only for variations. It can be



observed that the publication has already assigned photo placements in the inside page and are just being replaced every issue.

The result also implicates that the photos on the inside page have identical measurements as the researcher measured the photos with 4 inches in length and 5 ½ inches in width. The photos in the inside page also have similar placements which were mostly found in the top right corners of the newspaper's pages. This is shown in Figure5 and Figure6.

As reiterated by the publication editorial assistant, the publication gave importance to the photos they place in the front page. According to Carter (2000), the size of the photograph and the position it takes on the front page is an important code for the reader as it affects the attention given to the paper. The front page is often seen as the major selling point of the paper; it is what attracts the potential reader to buy the paper and to read further.

The front and back page photos, as analyzed by the researcher, were re-arranged every week and do not have a constant size or placement in the newspaper.





Figure 5. A photo placed in the top right corner of the newspaper's inside page

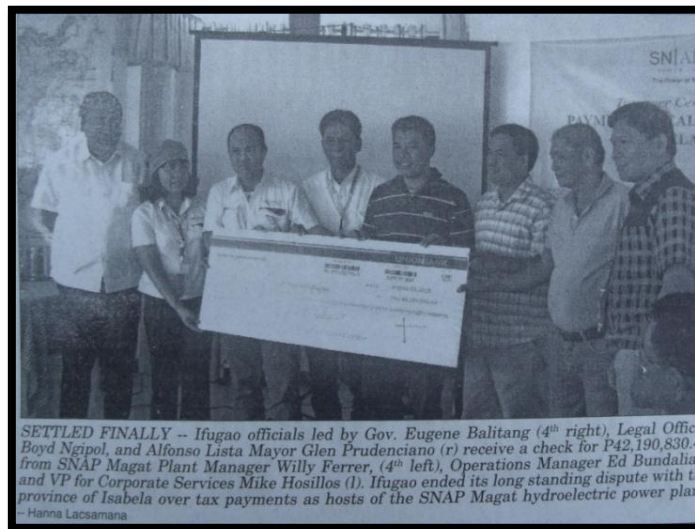


Figure 6. A photo placed in the top right corner of the newspaper's inside page

Sources of photos. The sources of photos of the publication were from their official photojournalists and from contributors coming from government agencies like the Philippine Information Agency and Baguio City hall.

According to the key informants, the publication's basis in accepting photographs from different outside sources is based on varying situations. In cases where in the publication does not have photos on a certain event, they request photos from their contact photographers or the government news agencies that might have a photo of the said important event. The publication makes it a point that these contributed photos were properly attributed and that proper permission is made before publishing it. Crime and police reports with accompanying images were usually contributed and/ or asked from the crime or investigation unit of the Philippine National Police or related agency.

The Philippine Information Agency is one of the leading reliable sources of news materials since they also have news groups and photojournalists. One of the photo contributors from PIA is Redjie Cawis, based on the analyzed photos.

Some of the other photographers that submitted photos in the publication during the study were Jimmy Laking, also one of the staff members of the publication; Ompong Tan, a well renowned photographer in Baguio City; and Joel Arthur "Art" Tibaldo, a multi-awarded multi-media artist in the region and in the country.

Visual Elements and Photo Composition

The photos that were analyzed by their composition were coded based on Propatria Vigilán's list of photocompositions. These were simplicity, balance, rule of thirds, pattern and framing.

The following are the standards followed by the researcher in determining the composition of a photo in the publication:



Simplicity. Photos that shows only one subject for a viewer to see. These are photos that do not add other distracting elements that will compete to the attention of a viewer.

Balance. Photos that fall under balance are those that have two subjects but share the photo's visual weight.

Rule of thirds. These are photos where in the subject are placed slightly off center in a photo.

Pattern. Any photo that creates repeating elements of its subject.

Framing. Photos where different resources frame its subject mostly tree branches, leaves, etc.

Table 1 shows the percentage of the type of photocomposition applied by Baguio Midland Courier. The information was gathered through photo analysis using a guide code. As seen in the table, out of the 1,136 photos published by the publication, a total of 518 (41.5%) photos applied he principle of simplicity. This result supports the statement of the editorial assistant and staff member of Baguio Midland Courier, Christopher Hamada, that the publication's photojournalist prefers applying simplicity on the composition of their photos. This corroborates to what Hancock (2006) stated that photojournalism should address basic composition since according to Agarwal (2006), the pictures taken in photojournalism are mostly or entirely related to a news story event. They are not usually for entertainment or appreciation but more for conveyance of a news event; thus, simplicity must be considered.

Figure 7 shows a sample of a photo composed to convey only one meaning. In the photo, the viewer sets his eyes on the group of people posing during an event.

Table 1. Dominant type of Photo Composition applied by Baguio Midland Courier



TYPE OF COMPOSITION	FREQUENCY	PERCENTAGE (%)
Simplicity	518	45.6
Balance	410	36.1
Rule of Thirds	199	17.5
Pattern	92	8.1
Contrast	20	1.8
Framing	10	0.9

Table 1 also shows that aside from Simplicity, the photos were often applied with the principle of Balance and Rule of Thirds. It can be noted that of the 1,249 photos analyzed, 410 (32.8%) of the photos utilized Balance and 199 (15.9%) for Rule of Thirds. Results also show that Balance and Rule of Thirds complements each other as 53 photos applied both compositions.

The above results were further emphasized by the PhotographyMad (2012) that says, “placing your main subject off- center, as with the Rule of Thirds, creates a more interesting photo but it can leave a void in the scene which can make it feel empty, by balancing the weight of the subject by including another object of lesser importance will then fill the space.” Example of this is shown in Figure8.

As shown in the image, it is clear that the main subject is the building, however, it was off-centered and was complimented by the session road sign that added style to the photograph. By principle, the type of composition used in this image is Rule of Thirds and Balance.

The figure also shows that Baguio Midland Courier had a low percentage on applying pattern, contrast and framing in their photos, which are often applied in artistic



photography. This is possible since photojournalism falls under factual photography where photocompositions are limited to capturing realistic events as it is. However, this does not mean that a photojournalist has a limited style in composing or angling his/ her subject. Only 92 (7.4%) photos were composed using pattern, 20 (1.6%) in using contrast and 10 (0.8%) in framing. This result asserts the statement of Agarwal (2006) that photojournalism is a type of journalism that depends on images to tell a story. It is not classical photography as the pictures taken are mostly or entirely related to a news story or event. They are not usually for entertainment or appreciation but more for conveyance of a news event. Figure 9 shows a sample of a photo composed applying pattern taken during the Panagbenga Festival.



Figure 7. Type of Composition: Simplicity



Figure 8. Type of Composition: Balance & Rule of Thirds



Figure 9. Type of Composition: Pattern

Types of Photography used in the Publication

Categorization of photos was done through multiple categorizations, which means that a single photo may be applied with more than one type of photography. This multiple

categorization supports what Photography.Com (2013) stated in their online site that a certain photograph may cut-across different types of photography.

Based on the coding, the newspaper applied people photography often in their photos. These were photos that showed people as the subject or a supporting element in an image. As the results indicate in Table 2, out of the 1,136 photos, 964 (47.9%) are photos of people. This corroborates what Knight (2011) stated that Photojournalists mostly shoot portraits. Journalistic portraits usually show a person in their environment; a judge in their office, a painter in their studio.

Results also showed that 643 (31.9%) photos published by the publication were photos of events. These were photos that were taken during gatherings of people like seminars and conferences. These include 541 (84%) combination of people and events. This result affirms the study of Knight (2011) that Photojournalists are generally assigned to cover dinner parties, a fundraiser, a protest, a press conference, an award ceremony, a tree planting, these are all types of general news assignments with people during events. This result also supports the statement of Harley Palangchao that most of the photos they publish are about people and current events.

Figure10 shows a sample of a photo combination of people and event photography where Mayor Mauricio Domogan is discussing a topic during an event.

Documentaries (7.6%) from the city and the whole region were also often used in the newspaper which mostly consists of public concern photos. Documentary photos are those that documents the people's lifestyle and livelihood and even a community's situation. Examples of documentary photography, according to Propatria Vigilans (2011),



include photos of the inner city, the homeless or international combats. A sample of this is shown in Figure 11 with a photo showing an on-going road construction in the city.

Fewer Action photos were found in the newspaper. Action photographs are photos that show the subject in the act of motion. It can be noted that 62 (51.7%) of the 120 (6%) action photos were located in the sports page. Nature photography (4.6%), architectural photography (0.7%), macro photography (0.1%) and animal photography (0.1%) were minimal as seen in the results. This result implies that the publication rarely publish photos that lack the presence of people which once again affirms the statement of Knight (2011) that Photojournalists in many occasion shoot portraits mostly of people.

Other coded photos include Animal photography (photos that include any forms of wildlife). Animal Photography had a minimal number with with 0.2% of the total percentage. It is accompanied by Nature Photography (8.1%) which are photos that show landscapes, forest or mountains; Architectural Photography (1.2%) where its main subject are structures, buildings, and establishments; Forensic Photography (1.1%), or photos that show police officers in a crime scene, interrogations and confiscations of illegal materials; Travel Photography (0.8%) which showcases a travel site primarily for tourism; and Macro Photography (0.2%) or photos that were taken in an extreme close up range emphasizing some details of small subjects.



Table 2. Types of Photography used in the publication

TYPE OF PHOTOGRAPHY	FREQUENCY	PERCENTAGE (%)
People Photography	964	84.9
Event Photography	643	56.6
Documentary Photography	153	13.5
Action Photography	120	10.6
Nature Photography	92	8.1
Architectural Photography	14	1.2
Forensic Photography	13	1.1
Travel Photography	10	0.8
Macro Photography	2	0.2
Animal Photography	2	0.2



Figure10. Type of Photography: People and Event Photography

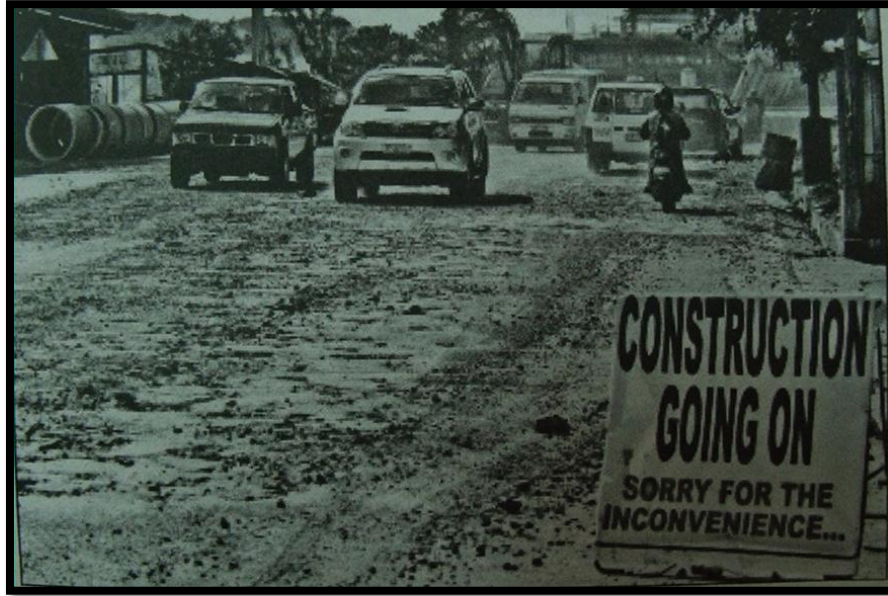


Figure 11. Type of Photography: Documentary Photography

Photograph Treatment in the Publication

Photo Placement. In photojournalism, it is said that the placement of a photo in a newspaper determines how it will be perceived to be of greater importance most especially when it is placed on the headlines. Out of the 1,136 photos published in Baguio Midland Courier in 2012, there were 168 (14.8%) photos placed on the front page as seen in Table 3. The photos placed on the front page vary in numbers but were only ranging from two to three photos per issue. It is perceived that the numbers of photos were limited on the front page to properly distribute the photos without clogging the space for the articles.

The table also shows that the publication often placed its photos on the inside pages having 903 (79.5%) of the given total. Only 65 (5.7%) of the photos were placed on the back page. Photos placed on the back page of the newspaper were all from the sports section. At some instances, the back page of the publication was used for advertisements, which is also practiced by other publications, may it be national or local.

Table 3. Photo placement of the photos published in the publication

PHOTO PLACEMENT	FREQUENCY	PERCENTAGE (%)
Front Page	168	14.8%
Inside Page	903	79.5%
Back Page	65	5.7%
Total	1,136	100%

Section Placement. Using the coding sheet, the section of newspaper where most of the photos were placed was identified. Table 4 shows the section of the newspaper where most photos can be found in Baguio Midland Courier.

The publication had 349 (30.7%) photos found on the news page, 168 (14.8%) on the headline, and 158 (13.9%) on the sports page.

Based on the results, it can be said that like any other regular publication, photos were assigned to support different news articles in the news page. The number of headline photos also suggests that these were placed to emphasize on a leading topic or concern like most newspapers do.

On the other hand, fewer photos were found on the environmental section and life page. This is a result of the single photos placed by the publication in these sections, which were allotted only a minimal number of pages ranging from either one or two. The table also shows that there were no photos placed in the opinion page and editorial page since the publication's newspaper format does not place photos in the said section based on their official newspaper template, with exemption of personal photos of the column writers which is not considered in the study.



Table 4. Section Placement of the photos published in the publication

SECTION PLACEMENT	VALUE	PERCENTAGE (%)
Newspage	349	30.7%
Headline	168	14.8%
Sports Page	158	13.9%
Regional Section	99	8.7%
Business Page	76	6.7%
Special Section	69	6%
Health & Science	62	5.6%
Environmental Section	58	5.1%
Life Page	56	4.9%
Collage	41	3.6%
Editorial Page	-	-
Opinion Page	-	-
Total	1,136	100%

Photo Usage. Photo usage refers to how photos were used, whether a stand-alone or supporting photo (with accompanying story or article). Figure 12 shows the percentage of the photos that are stand-alone and those that support an article.

Out of the 1,136 photos, there were 604 (53%) photos which support an article. Meanwhile, 532 (46.8%) of the photos were stand-alone photos or photos which were either supported by their captions or were part of a collage.

It can be seen in the results that the gap between the two categories is minimal since Baguio Midland Courier often times publish photo stories, which are mostly composed of



people's lifestyles, this according to the publication representative. The publication also summarizes the details of their published photos straight in their captions.

It is also noted that 41 of the stand-alone photos were composed of the images placed in the Panagbenga festival collage published in the 10th issue of the newspaper.

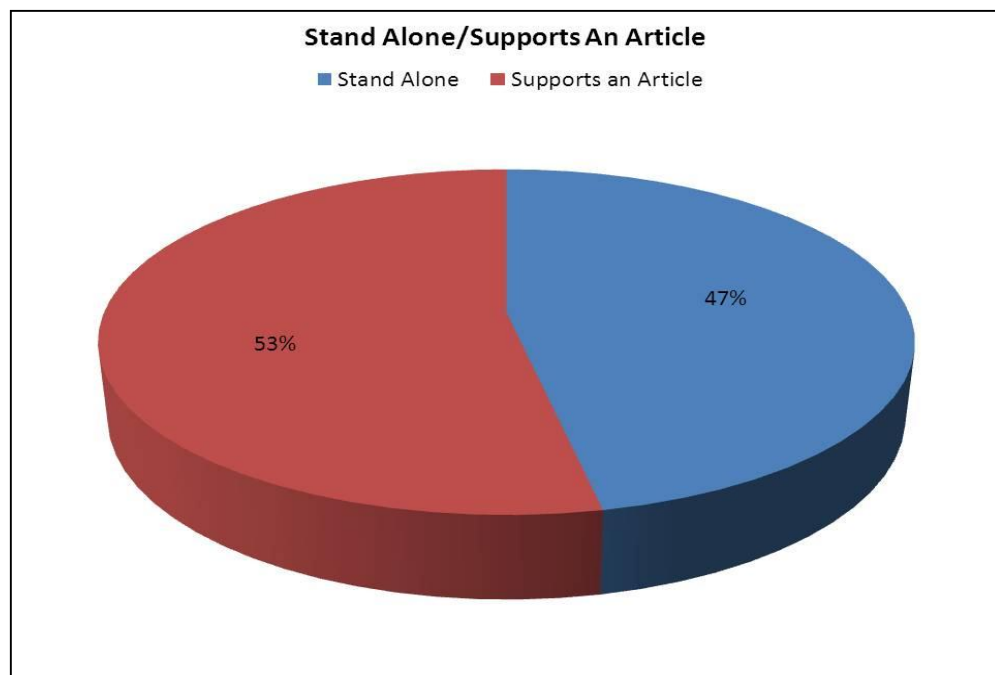


Figure 12. Stand Alone or Supports an Article photo

Photo Messages. The photo messages were categorized based on what the photo is trying to depict. The researcher considered the published photo's captions to determine the messages.

The messages of the photos were also analyzed and categorized if they fall under a certain topic categorized whether social, environmental, education, economics, athletics, health and science, politics and agriculture.

Table 5 shows the dominating social topics covered by the photos of Baguio Midland Courier.

The social topics were analyzed according to the different fields set by the researcher. These photos were classified as public or civic, environmental, educational, economical, athletics, health and science, political and agriculture.

Public or civic. Based on the parameters set for this study, photos that focused on public or civic concern are those that affects the general public. This includes photos that showcased the public's interests, whether on other people's lifestyle, a community's situation and the like which do not fall under the other classifications in the study.

The newspaper had high percentage of photos showing civic concern. Some examples of this are photos emphasizing gatherings of people, illegal establishments across the city, and charity activities. Baguio Midland Courier had 480 (42.2%) social concern photos.

Environmental concern. Photos about the environment, based on the parameters set for this study, depict nature itself and activities that nourishes and protects the ecological system.

One hundred thirty-four photos (11.8%) by the publication were classified on environmental concern. Most of these articles represent landscape photos of the region, tree planting activities and the protests to save the 182 trees in SM Baguio, which was a big issue during the year 2012.

Educational concern. Photos on educational concern show academic officials and students/pupils, graduation ceremonies and training programs. From the photos that were analyzed, 129 (11.4%) of the photos were on educational concern.

Economic concern. One hundred seventeen (10.3%) photos in Baguio Midland Courier were on economics. These photos depicted business establishments and people's livelihood in the region as set by the researcher.



Athletics. Photos that fall under athletics, based on the parameters set for this study, depicted about sport events, awarded athletes and coaches, and also training sessions. Results show that there were 107 (9.4%) photos under this aspect.

Health and science concerns. The results show that there were only few photos that fall under this field. Out of the 1,136 photos, there were only 78 (6.9%) photos that fall in health and science concerns. These photos usually depicted Health awareness month seminars, vaccinations and city pollution.

Political concern. Photos in this aspect were quite less in number compared to health and science concern. Only 63 (5.5%) were in the newspaper. These depicted seminars on the autonomy campaign, political visits, and public official awards.

Agriculture. Photos that fall under agriculture had the lowest percentage for the publication with only 28 (2.5%) photos. The photos included here were about organic farming, donated farming supplies, and Benguet farming practices.

Table 5. Social Topics covered by the published photos of the publication

SOCIAL TOPICS	FREQUENCY	PERCENTAGE (%)
Public or Civic	480	42.2
Environment	134	11.8
Education	129	11.4
Economics	117	10.3
Athletics	107	9.4
Health & Science	78	6.9
Politics	63	5.5
Agriculture	28	2.5
Total	1,136	100



Generally, the findings show that the dominating field in the social topics of the published photos is more on public or civic.

Under these social issues, messages of the photos were coded again. Table 6 shows the dominant messages of the photos published by the publication.

Out of the 1,136 photos in Baguio Midland Courier, a total of 129 (11.5%) photos were addressing community problems. An example of this is shown in sample photo Y seen on page 71 where Congressman Ronald Cosalan inspects an eroded side of a mountain along Halsema Highway. Once again, this corroborates the statement of Knight (2011) that one of the major photos taken by a photojournalists are situations like city pollution, anything that depict a community's circumstances which are mostly problems.

One hundred nine (9.6%) of the photos were all about speakers discussing during a seminar or other types of events. 89 (7.8%) photos are about athletes posing with their awards and 78 (6.9%) are photos of people posing during an event. It can be noted that most of the photos shows public officials exercising the photo messages. They are mostly seen in photos depicting speakers during an event, people posing during an event, charity programs, cutting of ribbons and handing of awards.

It can also be noted that the researcher separated the category for people posing in a published photo as seen in the Table. The four categories are people posing during an event, people posing but not in an event, people posing with awards during an event and people posing with awards but not in an event. This is to differentiate which of the photos from the category stands out amongst the rest.

The same procedure was also applied for the sports photos. The researcher separately categorized the photos of athletes posing and sports photos that are in action.



The results show that most of the sports photos published by Baguio Midland Courier in 2012 were dominated by photos of athletes posing with 89 (7.8%), which is also the third highest category for the photo messages. Sports photo in action have 71 (6.4%) photos.

On the other hand, the Table also shows that Baguio Midland Courier had a low percentage on issues concerning accidents or tragedies with only eight (0.6%) photos. It is perceived that the publication represents casualties by presenting photos of donors donating goods to victims which falls into the category of charity which had 43 (3.9%). Photos showing protests which mostly contain the protests in saving the trees in SM Baguio also had a low percentage with only 11 (1%) photos.

In general, there were 25 of the 45 messages determined to be under public or civic. These are community problems, speakers during an event, people posing during an event, people posing with awards in an event, festivals, charity, handing of awards, people posing with awards but not in an event, people posing but not in an event, participants during an event, personal photos, police works, protests, concerts, accidents, road construction, traffic jam, media interviews, objects, rescue, wake, cultural performance, cultural practice, cutting of ribbon and infrastructure.

The photos that were categorized under public or civic concern were photos that depict human society, its situation and the interaction of the individual and the group. It also depicted the materials used for the welfare of the people. An example of this is shown in sample photo Z (pg. 71) where a group of pedestrians with their umbrellas crossing Session Road during a heavy down pour. This photo was categorized under public or civic concern because it shows the current situation of the city experiencing the rainy season.



The five photos that were under environmental concern are as follows; landscape, tree planting, nature adventure, community clean up and tree seedling nursery. The photos in this category showcases breath taking sceneries around the region. It also signify the protection and preservation of the environment. An example of this is shown in sample photo AF (Pg. 74) where a number of politicians are planting tree seedlings at a park. The photo clearly indicates a campaign in preserving the environment through planting more trees.

Five of the photo messages were also under political concern; these are official public donations, signing of agreement, oath taking, meetings and political visit. The photos that are under this category are those that politician's attempts for the development of the community through multiple transactions, programs and public donations. An example of this is shown in Sample Photo H (Pg. 62) where Mayor Mauricio Domogan accepts a firemen's helmet as he along with other city officials acquire donated firefighting equipments. In this photo, it depicts government officials acquiring newly donated equipments for the benefit of the community.

Economic concern had only four, which were lifestyle/livelihood, employees during working hours, handing of check and hydropower plant. The photos that were categorized under economics were those which showcases the livelihood of the people around the region, the hard work of all employees and the corporations that runs the economy in the region. An example of this is shown in sample photo C (Pg. 60) where a man is drying up his dried meat, preparing it to deliver in the market. This photo shows the source of livelihood of a man who is residing in the region.

Athletics had only two with pose sports and sports in action. These were photos that depicted the benefits of sports for our lifestyle. It also showcased local athletes



competing during sport events in national and international level. An example of this is shown in sample photo A (Pg. 60) where local athletes are playing *sepak takraw* during a sport tournament.

Health & Science concern had only two and these were photos of food and vaccinations. It showcased healthy consumptions for a healthy lifestyle and also medical preventions for known ailments. An example of this is shown in sample photo O (Pg. 67) where a little girl is vaccinated as she holds her mother during the process of vaccination.

Lastly, the photos that had only one photo message under them were educational concern and agricultural concern. Education only had graduation ceremony while agriculture had farming. The photos under education were those that depict educational attainments for students. An example of this is shown in sample photo AB (Pg. 73) which shows PMA fresh graduates throwing their *shakos* in the air during their graduation ceremony. On the other hand, the photos categorized under agriculture are those that shows agricultural activities in its enrichment and practice. An example of this is shown in sample photo B (Pg. 60) where a man is watering his crops early in the morning.

Table 6. Messages of the photos published by the publication

PHOTO MESSAGE	PERCENTAGE (%)	FREQUENCY
Social		
Community Problems	11.5	129
Speakers during an event	9.6	109
People posing during an event	6.9	78
People posing with awards in an event	5.1	57
Festivals	4.5	50
Charity	3.9	43
Handing of awards	2.4	26
People posing with awards but not in an event	1.9	22



People posing but not in an event	1.8	21
Participants during an event	1.6	18
Personal Photos	1.3	15
Cultural Performance	1.2	14
Cutting of Ribbon	1.2	14
Infrastructure	1.2	14
Police Works	1.1	13
Protests	1	11
Concerts	0.8	9
Accidents	0.7	8
Road Construction	0.7	8
Traffic Jam	0.5	6
Media Interviews	0.2	3
Objects	0.2	3
Rescue	0.2	3
Wake	0.2	3
<hr/>		
Environment		
Landscape	3.7	41
Tree planting	1.8	21
Nature and Adventure	1	11
Community Clean Up	0.5	6
Tree Seedling Nursery	0.5	6
<hr/>		
Politics		
Official Public Donations	2.5	27
Signing of Agreement	1.1	13
Oath Taking	1.1	13
Meetings	0.4	5
Political Visit	0.3	4
<hr/>		
Economics		
Lifestyle/Livelihood	5.8	65
Employees during working hours	1.7	20
Handing of Check	1	11
Hydropower Plant	0.4	5
<hr/>		
Athletics		
Pose Sports	7.8	89



Sports in Action	6.4	71
Health and Science		
Food	0.2	3
Vaccination	0.2	3
Education		
Graduation Ceremony	1.6	18
Agriculture		
Farming	1.1	13

Challenges Faced by the Publication in Relation to Photojournalism

From the interview with Christopher Hamada, some challenges faced by the publication were identified. These following challenges were those they experienced with contributors and freelance photographers and not from their official photojournalist.

Violating the publication's guidelines. According to Hamada, one of the common challenges they faced is the lack of knowledge of some of their photo contributors with their publication guidelines on the photos to be published. Some of the errors include unprocessed images and un-captioned images. With this, some of these contributed photos were not being published.

Unprocessed photos. One of the guidelines of the publication is to process the photos being submitted to the editorial board. Un-cropped photos, according to Hamada, were one of the common errors by the contributors.



Chavanu (2010) emphasized that cropping photos is a very important process in publications to make images more appealing and to have better composition. Chavanu added that when on shoot photos, there is little time to think about composition because he or she is trying to capture the moment.

Another problem of the publication are unenhanced photos that need improvement in terms of its lighting and visual clarity. Hamada stated that these are mostly digitally scanned old photos that were submitted for publication. In these cases, the newspaper's editorial board processes these photos; however, if time is limited, these photos are given less priority. The publication used Photoshop in enhancing the photos. The method applied is seen the *Editing or enhancing photos* on page 20.

Photos with no caption. Another common mistake from contributors is submitting photos without the inclusion of captions. The editorial board captions incomplete submissions; however, in most cases, the photographers were notified to complete their submission. This violates the statement of Bagshawe (2006) that the photos to be submitted to publications must have descriptions or captions for easy attribution and filling.



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study was conducted to analyze the photos published by Baguio Midland Courier. Specifically, it determined the processes being followed by the newspaper in publishing photos in terms of Selecting photos, Editing or enhancing photos, Captioning photos and Photo placement; determined the photo principles applied in the published photographs in terms of its Visual elements and Photo composition; categorized the photographs being published in terms of its type; decoded the photographs on how it was used in the publication in terms of its photo placement, section placement, if it is a stand alone photo or does it support an article, its message and social topic; and determined the challenges faced by the publication in relation to photojournalism.

A modified coding sheet instrument was used to assess the published photos of the weekly newspaper.

A total of 1,136 photos were coded from December 2012 to February 2013 in Baguio Midland Courier. The photos were published from January 2012 to December 2012. These photos were photo analyzed.

For the processes followed by the newspaper in publishing photos, the editorial board of Baguio Midland Courier selects the photos to be published by the newspaper. The publication enhances the photos they publish, only if the photos need improvement in lighting and clarity. The photojournalists and the contributors do the captioning themselves. The layout artists and the editorial board arrange the photo placement. The



sources of photos by the publication are from their photojournalists, government agencies and from the city hall.

The dominant photocompositions applied by the publication in their photos were categorized through simplicity, balance; rule of thirds, pattern and framing. Most of the applied composition in the published photos is Simplicity.

On the types of photography, most photos in Baguio Midland Courier were People Photography.

For the challenges faced by the publication in photojournalism, the publication said that its problems were the contributor's violation of the Publication's Guidelines, unprocessed photos and photos with no corresponding captions.

On how the photos were used in the publication, the photos were mostly placed in the headlines. The section of the newspaper where most of the photos were found was in the news page. Most of the published photos support an article in the newspaper. The dominating social topics covered by the photos of Baguio Midland Courier were on social, environmental and educational concern. The dominating message in the photos was public concerns.

Conclusions

Based on the results, the following conclusions were derived:

1. Baguio Midland Courier gives importance to the relevance and visual impact of the photos they publish;
2. Simplicity is still the most preferred type of composition in photojournalism as proven in the analysis of the study;



3. Single photo cuts-across different fields or types of photography but how it is used and contextualized to support a story vary from one photo to another;

4. Baguio Midland Courier recognizes the crucial role of photographs as an element to catch reader's attention as shown by how they treat photographs in their publication;

5. There are issues and challenges faced by the analyzed local publication in relation to photojournalism but were managed and taken cared of properly by its editorial staff; and

6. Placement of photos depends on the criteria set by the publication. Photos were mostly placed to the corresponding section where they seem to be relevant and appropriate based on the discretion of the publication.

Recommendations

Based on the derived conclusions, the researcher recommends the following:

1. It is recommended for photo contributors to have knowledge of the policies and standards of the publication where they are submitting their photos for a higher possibility of their photos to be published, suggested by the publisher. Criteria for selecting photos to be published should also be taken into consideration by these contributors; and

2. Related study should also be conducted in other local and national publications to analyze the photos used in the newspaper to assert the information stated in this research.



LITERATURE CITED

- ACS DISTANCE EDUCATION. 2011. Information Retrieved August 27, 2012 from www.thecareersguide.com/product.aspx?id=661.
- AGARWAI, A. 2006. Information Retrieved August 29, 2012 www.Ezinearticles.com/Photojournalism-stressingtheimportanceofphotojournalists.
- BALAJI. 2010. Optional Modules for Photojournalism. Acrobat Distiller 5.0. www.edonline.sk.ca/bbcswebda.
- CASPER, K. 2006. History of Photojournalism. Information retrieved December 15, 2012. www.lovetoknowphotography.com.
- CARTER, K. 2000. The Consequences of Photojournalism. Information retrieved January 15, 2013. <http://www.fanpop.com/clubs/photography/articles/2845/title/kevin-carter-consequences-photojournalism>.
- COLLINS, R. 2012. A Brief History of Photojournalism. Information retrieved February 15, 2013. <http://www.ndsu.edu/pubweb/~rcollins/242photojournalism/historyofphotography.html>.
- DE ROSSI. 2004. Information Retrieved September 1, 2012. www.masternewmedia.org/2004/01/21/how_to_select_appropriate_images.html.
- EHIDIAMEN, J. 2012. Photography vs. Photojournalism. Information Retrieved February 15, 2013. <http://youthmakingchange.blogspot.com/2012/09/photography-vs-photojournalism.html>.
- GARCIA & STARK. 1991. Photographs attract Attention. Information Retrieved December 3, 2012. communication.utexas.edu/.
- GIBSON, 1997. Photo Captions and Cutlines. Retrieved November 18, 2012 web.ku.edu/~edit/captions.html.
- GORE, M. 2012. Photo Composition- Light & Matter. Information retrieved February 8, 2013. www.lightandmatter.com.



- IRBY, K. 2011. The Digital Photojournalist. Information retrieved February 15, 2013. <http://digitaljournalist.org/issue0309/kirby.html>.
- HANCOCK. 2006. What is a Photojournalist. Information Retrieved February 15, 2013. <http://markhancock.blogspot.com/1996/01/what-is-photojournalist.html>
- KNIGHT, C. 2011. Understanding and Appreciating the Basics of Photojournalism. Information retrieved February 8, 2013. www.phototuts.com.
- LESTER, M. 1996. Photojournalism Ethics Timeless Issues (Online). Retrieved on February 20, 2013 from <http://commfaculty.fullerton.edu/lester/writings/photoethics.html>.
- MAGAZINE LAYOUT. 2005. The Principles and Elements of Publication Design. Mafala.com/Design. Retrieved on
- MOEN, D. 1991. Information Retrieved August 27, 2012 web.missouri.edu/~moend/design/books/nld5.html.
- MUSEUM OF PHOTOGRAPHIC ART (MOPA). Basic Strategies in Reading Photographs. www.Basicstrategies.com.
- MEDIA COLLEGE. 1995. Types of Photography. Retrieved November 13, 2012. www.mediacollege.com/photography/types/.
- MUSEUM OF PHOTOGRAPHIC ART. Basic Strategies in Reading Photographs. Retrieved October 23, 2012. nuovo.com/southern-images/analyses.html.
- NELSON. 2012. Information Retrieved September 1, 2012 www.petapixel.com/2012/06/15/time-travel-and-ethical-photojournalism/.
- NAMEMEDIA PHOTOGRAPHY. 2012. Types of Photography. Retrieved November 13, 2012. www.photography.com/articles/types-of-photography/types-of-photography/.
- NIKONITES. 2012. Definition of Nature Photography. Information retrieved February 25, 2013. Nikonites.com.
- OPTIONAL MODULES PHOTOJOURNALISM. 2010. Photojournalism. Information Retrieved February 15, 2013. nos.org/srsec335new/ch27b-opt.com.



- PHOTOINF. 2003. Photo Composition Articles. Information retrieved February 8, 2013. www.photoinf.com.
- PHOTOGRAPHY.COM. 2013. Types of Photography. Retrieved on February 21, 2013 from <http://www.photography.com/articles/types-of-photography/types-of-photography/>.
- PHOTOGRAPHYMAD. 2012. Top Ten Photography Composition Rules. Information retrieved February 8, 2013. www.photographymad.com.
- PHOTOGRAPHY SCHOOL. 2007. Information Retrieved August 27, 2012. www.photography-schools.com/photojournalismhistory.html.
- PHOTOGRAPHY STACK EXCHANGE. 2011. Definition of Portrait Photography. Information Retrieved February 25, 2013. Photo.stackexchange.com.
- PHOTOMART GAZZETE. 2012. Definition of Event Photography. Information Retrieved February 25, 2013. Togblog.biz.
- PROPATRIA VIGILANS. 2011. Principles of Photography. The Army Institute for Professional Development.
- ROMO. 2012. Information Retrieved September 1, 2012. www.ehow.com/facts_6188450_importance-code-ethics.html.
- STEVE DIGICAMS. 2012. Information Retrieved August 27, 2012. SteveDigicams/knowledgecenter.
- THIBAUT, M. & WALBERT, D. 2003. Reading Photographs. Information retrieved February 8, 2013. www.Learnnc.com.html.
- WANKE. 2006. Information Retrieved August 27, 2012. photography.lovetoknow.com/Why_Is_Photojournalism_Important.
- YEING, Q. 2009 . Ethics Code Awareness, Usefulness and Professionalism of Malaysian Journalists. Minden, 11800, Penang , Malaysia.

