

**The Impact of the form of Journalistic Photograph and its
Content in Jordanian Daily Newspapers on Receiver
(a Survey Study on the Academics at the Media and Arts colleges in
Jordanian Universities)**

Prof. Atif Muhammad Najeeb Al-Muta'i

Professor, Department of Photography, Film and Television - Helwan University

Atef_moteaav@a-arts.helwan.edu.eg

Dr. Narmin Sayed Hanafi Mahmoud Qassem

**Assistant Professor in Mass Communication & Media Studies Faculty of Women for
Arts, Science & Education- Ain Shams University**

Nermeen.kassem@women.asu.edu.eg

Researcher. Yahia Bani Amer

Student at the Department of Photography, Film and Television - Helwan University

yahyiabreak@yahoo.com

Abstract:

This study aimed to identify the impact of the form and content of the journalistic photograph in the four Jordanian daily press (Al-Rai, Al-Dustour, Al-Ghad, Al-Arab Al-Youm) on the receiver.

Through the survey method adopted by this study, the researcher used the questionnaire on the study sample represented by academics in media colleges and arts in the Jordanian universities, the total of the sample is 260 respondents.

The study concluded that the form of the journalistic photograph had a high emotional, cognitive, and behavioral impact on the receiver. The emotional effects of the photograph form came to a high degree on the receiver and ranked first, while the cognitive effects of the photograph form ranked second and to a high degree, whereas the behavioral effects of the journalistic photograph form ranked third, and to a medium degree.

The results also showed the impact of the content of the journalistic photograph in terms of emotional, cognitive and behavioral effects to a medium degree on the receiver, and the emotional effects got the first, and the cognitive effects ranked second, while the behavioral effects ranked third and the last.

Keywords:

journalistic photograph, Jordanian Press, Impact, Receiver