

**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](mailto: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](mailto:Nermeen.kassem@women.asu.edu.eg)

**Researcher. Yahia Bani Amer**

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

[yahyiabreak@yahoo.com](mailto: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

**The Introduction :**

The press image plays an important role in conveying events and issues in various fields of interest to the public, and the interaction of the public varies and its opinions vary about the effectiveness of the images in terms of their form and content. Our cognitive, cultural and media world, and being the first language in addressing and influencing the recipient, and the image is not something new in human history, but rather has shifted from the margin to the center, to take the position of domination and sovereignty over other media elements and tools.

The press image today has a very important aspect in this aspect, through which these psychological effects are reflected on the psyche of the reader and his condition. This requires understanding the situation in all its aspects, tools, and its impact on education and on the psyche of the reader, whether he is male or female in our societies, whether Arab or Western. Journalism is one of the most important elements of direct influence on the sense of sight, which addresses the reader through the brain directly, to transcend the limits of human time and place, and to make the educated and uneducated reader amazed.

This study comes to identify the role and influence that the journalistic image plays in form and content in the Jordanian daily newspapers on the recipient.

### **The Study Problem:**

The press photo has always created a wide debate and discussion among the recipients about the role it plays in the extent of its impact on the thoughts and feelings of the recipients. Therefore, this study came to know the impact of the press image on the recipient.

### **The Importance Of Studying:**

The press image plays an important role in shaping perceptions, opinions, and trends among readers and followers of newspapers on various issues and topics documented and depicted. There is no doubt that the photograph has become a major form of journalistic form that newspapers rely on and focus on publishing extensively because of its value in terms of its content that enriches journalistic topics, which made the recipient rely on the press image to deliver information and cover important events.

The importance of the image lies in the fact that it is one of the visual elements affecting the recipient in terms of its contents or the multiple forms published by newspapers, the ways of displaying and highlighting them, and their different sizes and places of publication, so that these various methods of publishing those images constitute an influential tool in the mind and soul of the recipient.

### **Objectives of the study:**

The study seeks to identify the following main objective: The impact of the press image in the Jordanian daily newspapers on the recipient. It also seeks to identify the following sub-goals:

- 1- The impact of the press image on the conscience of the recipient.
- 2- The impact of the press photo's shape on the recipient's knowledge.
- 3- The impact of the press image on the recipient's behavior.
- 4- The impact of the content of the press photo on the conscience of the recipient.
- 5- The impact of the content of the press photo on the knowledge of the recipient.
- 6- The impact of the content of the press photo on the behavior of the recipient.

### **Study questions:**

The study aims to answer the following main question: What is the impact of the press image in the Jordanian daily newspapers on the recipient? It also seeks to answer the following secondary questions:

- 1- What is the impact of the press image on the recipient's conscience?
- 2- What is the impact of the press photo's shape on the recipient's knowledge?

- 3- What is the impact of the press image on the recipient's behavior?
- 4- What is the impact of the content of the press photo on the conscience of the recipient?
- 5- What is the impact of the content of the press photo on the knowledge of the recipient?
- 6- What is the impact of the content of the press photo on the behavior of the recipient?

Study method and type:

The study used the field survey method as a scientific method, and it follows descriptive studies as a type.

### **Study tool:**

The researcher used the questionnaire as a scientific tool in the study, and the researcher built a questionnaire to obtain the opinions of the study sample members, in order to achieve the objectives of the study by revealing the impact of the press image in the Jordanian daily newspapers on the reader. The questionnaire consisted of two parts, as follows:

The first part: It included:

- 1) the personal information of the study sample members (gender, educational qualification),
- 2) the period of follow-up of the Jordanian daily newspapers, and
- 3) the most followed daily newspaper by the respondent.

The second part: includes three axes, namely:

A- The first axis: The differences and agreement in the form and content of the press image in the Jordanian daily newspapers, and it included (20) paragraphs.

B - The second axis: the effect of the press image on the reader, and it included (18) paragraphs distributed into three areas, namely: cognitive effects, which included (7) paragraphs, and emotional effects, and included (7) paragraphs, and behavioral effects, and included (4) paragraphs.

C- The third axis: the impact of the content of the press photo on the reader, and it included (20) paragraphs, divided into three areas, namely: cognitive effects, which included (8) paragraphs, emotional effects, which included (5) paragraphs, and behavioral effects, which included (7) paragraphs.

### **Discussing the results related to the impact of the content of the press photo in the Jordanian daily newspapers on the recipient:**

The results showed that the content of the press photo published in the four Jordanian daily newspapers (Al-Rai, Al-Ghad, Al-Dustour, Al-Arab Al-Youm) affected the recipient to a medium degree in terms of emotional, cognitive and behavioral terms. Behavioralism ranked third.

The results revealed that the content of the press photo had a medium degree effect on the recipient in terms of the sum of the three effects as a whole (emotional, cognitive, and behavioral).

#### **First, the cognitive effects**

The results of the paragraphs related to the cognitive effects showed that the content of the picture had a "medium degree" cognitive effect on the recipient, and this indicates that the contents of the press picture had provided the recipient in an average way with sufficient information and new knowledge about topics, issues and events.

The results show that all the eight paragraphs related to the content of the image came to a moderate degree in terms of their impact on the recipient, namely: the published pictures made the recipient have a greater understanding about the various published topics, and ranked first in the axis, and the published pictures enriched the recipient's knowledge in all the topics that occurred In Jordan in various aspects, the published pictures enrich the recipient's knowledge in various Arab and international topics in various aspects. The published pictures contribute to providing the recipient with new knowledge about new or strange topics that occur locally, Arably and globally. The published pictures provide the recipient with detailed and explanatory information on various topics. The published image makes the recipient aware of the importance and value of the published press topics, and the comment accompanying the published image contributes to adding sufficient knowledge to the recipient of the content of the image, and the use of the explanation with the image makes the recipient familiar with the published press material, ranking last among the cognitive effects of the image content on the recipient.

### **Second, the emotional effects**

The results show that the five paragraphs of the emotional effects of the image content on the recipient scored a medium degree, and came first in these effects, the paragraph related to the published images that make the recipient emotionally affected by its content, while the last rank in this axis was the paragraph related to the recipient's need for an explanation accompanying the image. Published journalist.

The following paragraphs came to a moderate degree, namely: some of the published photos provide content that the recipient is not satisfied with, the content of the published photos, the recipient feels the value and importance of the published press topics, and the content of the published photos makes the recipient more convinced of the published facts and press information.

### **Third, the behavioral effects**

The results of the paragraphs related to behavioral influences showed that the content of the picture had a behavioral effect of "average degree" on the recipient, and this indicates that the contents of the press picture affected moderately the behavior and behavior of the recipient towards the topics, issues and events included in the pictures.

The results show that all the eight paragraphs related to the content of the picture came to a medium degree in terms of their impact on the recipient, and came first in these effects, the paragraph related to that some pictures push the recipient to change his practical behavior towards some topics, while he ranked last in this paragraph. Related to that the published pictures push the recipient to adopt new opinions towards the accompanying press topics.

The following paragraphs came to a moderate degree, namely: the published pictures make the recipient emotionally affected by their content, the published pictures make the recipient interact with the topics they contain, the published pictures prompt the recipient to cancel his previous opinions about some topics, and the published pictures prompt the recipient to confirm his views that he adopts towards some Topics, and some published pictures prompt the recipient to adopt a practical behavior due to the topics included in the published pictures, and some published pictures represent a source of creative inspiration for the recipient.

**References:**

1. 'ahmad 'iismaeili. aydlwlvjya al'ielam aljadid walwaey alzaayif - muqarabat faa astiratijiaat al'iiqnae wasinaeat alwaqie , majalat aldirasat al'ielamiat , almarkaz aldiymuqratiu alearabiu , aleadad 8 , barlin , 'almania , 2019.
2. bushraa dawwud saedu. suar almaelumat , majalat aldirasat al'ielamiat , almarkaz aldiymuqratiu alearabiu , aleadad 8 , barlin , 'almania , 2019.
3. hatim ealawina. alsuwrat alsahufiat alyawmiat fi alsahafat al'urduniyati, dirasat tahliliat muqaranatan lisahifatay "aldustur" "walghad", majalat dirasati, aleulum al'iinsaniat walaijtimaeiati, almujalad 38, eadad 1, 2011.
4. hasan eimad mikawi walaylaa husayn: alaitisal wanazariaatuh , almaktabat almisriat allubnaniat , alqahirat , 1998.
5. hunin saed silman: tawzif alsuwrat alsahufiat fi almuhtawaa alraqmii liltanzimat al'irhabiat , risalat majistir , qism al'ielam , kuliyyat aladab jamieat tikrit ,, aleiraq , 2019.
6. rania 'ahmad mustafi. dawr qanaat alniyl lil'usrat waltifl fi taerif al'atfal bialqadaya walmushkilat albiyyat , risalat majistir ghayr manshurat , kuliyyat al'ielam , jamieat alqahirat , alqahirat , 2003.
7. salwaa alsadiqi w hana' badawi. 'abead aleamaliat alaitisaliati: ruyat nazariat waeamaliat wawaqieiat , aljamieat alhadithat , alqahirat , 1999.
8. shakir eabd alhamidi. easr alsuwrat salbiaat wa'ijabiat , majalat ealam almaerifat , almajlis alwataniyu lilthaqafat walfunun waladab , t 1 , aleadad 311 , alkuayt , s 67 , 2005.
9. libat aldakhili: qanaat aleuyun aljihawiat - dirasat tahliliat limuhtawaa alnasharat al'iikhbariati, majalat aldirasat al'ielamiati, almarkaz aldiymuqrataa alearabiu, aleadad 8, birlin, 'almanya, 'aghustus 2019.