

# **The Role of Variables witnessed by the Hashemite Kingdome of Jordan in develop the Photojournalism in Jordanian daily newspapers between 1996 – 2019**

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## **Abstract:**

This study aimed to identify the main variables which witnessed by the Hashemite Kingdome of Jordan between 1996- 2019, and it's role in develop the form and content of Photojournalism in Jordanian daily newspapers.

The study depended on survey method, it used the interview tool with 12 journalists: editors-in-chiefs, Photojournalism, and journalists layouters who represent 4 Jordanian daily newspapers.

Results of the interviews showed consensus between the journalists, they confirmed that the Jordanian daily newspapers have concerned with main variables which witnessed by Jordan in discontinuous periods, they agreed that the journalistic photograph had be affected by those variables, either in terms of form or content.

The results explain that the photograph has been undergone to the process of restricted and limited evolution. These determinants represented by the events itself, editorial policy which applied by chief-in-editor in newspaper. The majority of journalists confirmed that the determinants highly appear when the content of photograph related to any of the main variables; furthermore, the reason is due to the importance of those photograph that related to the important events.

The results reveal that the evolution of photograph's content and form is closely related with a number of considerations, it controlled the extent and rapidity of photograph's evolution.

The interviews showed clear contrast between the journalists; some of them see that those determinants have a positive effect on dealing with the photograph, while the others see that determents have a negative effect, in terms of the colors, size, numbers, quality, technics.

## **Keywords:**

variables, Jordanian Press, Photojournalism.

**Introduction:**

The image is one of the oldest means of communication known to man since ancient times until the present time. It is like other means of communication that has its history, character and uses in all different fields. The photographic image has witnessed a great development due to the innovations and technological inventions that extended since the invention of the camera in 1827 till the end of an era, then the digital era that we live in these days.

The image is one of the most important elements of the arts of journalistic writing, which is used in a way that serves its subjects; That is why the press image in this field has taken a distinguished place in conveying what is going on of the events due to its superior ability to address the human being and convey meanings and feelings in a way that is difficult to express in words. followed in newspapers and as a result of some of the changes that occurred in the Kingdom, which had a positive or negative impact on all forms of life.

Since the mid-nineties of the last century, after the stage of democratic transition, which began in 1989, Jordan has experienced many changes and developments related to many affairs in the political, economic, legislative and media fields. The press and the press image were also affected by these changes and were reflected in the journalistic reality that continued until these days. Therefore, this study came to know the role played by the changes that the Kingdom witnessed in the development of the journalistic image in the Jordanian daily press since 1996-2019.

**The study Problem:**

The press image at the present time is the most used by the media locally and globally among all types of photographs, and with this wide spread there are many variables that have negatively or positively affected the spread and development of the press image, and accordingly the problem of this study lies in the main question of what is the role of the variables that the Hashemite Kingdom of Jordan witnessed that caused the development of the press image in the Jordanian daily newspapers between 1996 – 2019?

**The importance of the study:**

The importance of this study stems from the important role in which the image plays in the Jordanian press in transmitting and documenting events, news and issues of interest to the public, whether at the local, Arab or global levels in various life affairs and fields. With it Jordan has shifted towards democracy and many changes, most notably this transformation, and because of the importance of the image and the importance of the specific time period, this study came to identify the role of the variables that the Hashemite Kingdom of Jordan witnessed in the development of the press image in the Jordanian daily newspapers between 1989 - 2018.

**Objectives of the study:**

The general objective that the study seeks to achieve is the role of the changes witnessed by the Hashemite Kingdom of Jordan in the development of the press image in the Jordanian daily newspapers between 1989 - 2018. The general objective is divided into the following specific objectives:

1- Identifying the most important variables affecting the publication of the press image in the Jordanian daily newspapers.

- 2- Identifying the extent of the impact of these variables on the content of the press image in the Jordanian daily newspapers.
- 3- Identifying how these variables affect the shape of the press image in the Jordanian daily newspapers.
- 4- Identifying how these variables contribute to developing the form and content of the press image in the Jordanian daily newspapers.

### **The Study questions:**

The study seeks to answer the following main question: What is the role of the variables witnessed by the Hashemite Kingdom of Jordan in the development of the press image in the Jordanian daily newspapers between 1989 - 2018 AD? The study will answer the following sub-questions:

- 1- What are the most prominent variables affecting the publication of the press photo in the Jordanian daily newspapers?
- 2- What is the impact of these variables on the content of the press image in the Jordanian daily newspapers?
- 3- How do these variables affect the shape of the press image in the Jordanian daily newspapers?
- 4- How do these variables contribute to developing the form and content of the press photo?

Study method and type:

The type of this study is classified as descriptive studies that depend on the survey method based on interviews of press leaders in Jordanian daily newspapers, photographers and journalist directors.

### **Study tool:**

The researcher used the interview tool, which is a planned meeting between the researcher and the respondent to answer a set of open questions that revolve around a specific topic with its various aspects that the researcher has studied well, and carefully prepared questions about them so that detailed and in-depth information about the research topic can be obtained.

### **Study community:**

It consists of all Jordanian daily newspapers and their press leaders, as well as photographers and journalistic directors.

### **The study sample:**

The researcher chose the (intentional) sample in order to reach the main objective of the study by asking a group of specialized questions to a group of experienced journalists who worked in the newspapers of the study sample. The researcher conducted interviews with 12 journalists, who varied between editors-in-chief, photographers and press directors. The selected sample represented 4 newspapers, which are the study sample (Al-Rai, Al-Dustour, Al-Arab Al-Youm, Al-Ghad), and the interviews were divided between 4 chief editors who held the position in multiple periods of the study period, 4 photographers, and 4 press directors.

The sample of this study represents four Jordanian daily newspapers and is considered one of the important newspapers in the Hashemite Kingdom of Jordan. The newspapers that comprise the study sample are "Al-Dustour, Al-Rai, Al-Arab Al-Youm and Al-Ghad" newspapers.

- Al-Dustour newspaper: It is an Arab political daily newspaper issued on March 28, 1967 as a result of the merger of the newspapers "Palestine" and "Al-Manar" in a company named after the Jordan Press and Publishing Company, which took over the publication of "Al-Dustour Newspaper", headquartered in Amman.
- Al-Rai newspaper: It is an Arab political daily newspaper issued by the Jordanian Press Foundation and distributed to all governorates of the Hashemite Kingdom of Jordan. The newspaper's headquarters are in the Jordanian capital, Amman.
- Al Arab Today: An independent Arab political daily newspaper, published in Amman, Jordan by the National Media Investment Group Company. The newspaper is headquartered in the Jordanian capital, Amman, and it was issued in 1996 and ceased publication in 2015.
- Al-Ghad newspaper: an independent Arab daily newspaper issued in Amman - Jordan by the United Press Company. The newspaper is headquartered in Amman, Jordan. It was issued during 2004 AD.

#### Study limitations:

The study time was determined between 1996-2019. The researcher chose 1996 as the beginning of the study due to the launch of Al-Arab Al-Youm newspaper in that year, while the study ended in 2019, which is the time period during which the researcher began preparing the study, which keeps pace with the recent developments witnessed by the Kingdom in various fields.

### **Discuss the results:**

There is no doubt that the press image constitutes a basic pillar of journalistic and creative work, which is equivalent to other journalistic arts in terms of value and importance. The image expressed this through the great role it plays through its coverage of major events taking place in society and in all fields. The results of the interviews analysis showed agreement that the Jordanian daily newspapers, whether independent or official, were concerned with the most prominent changes that Jordan experienced in intermittent periods of time between 1996-2019, and they enumerated the most prominent of those variables that they dealt with as a journalist, specifically through the press photo.

The prominent political events came at the forefront of these variables, followed by the economic variables, then issues related to violence and terrorism, and social issues. The results showed a number of those issues, including: the Arab Spring, marches and demonstrations, sit-ins by the teachers' union, parliamentary elections, the formation of Jordanian governments, the Amman bombings, the martyrdom of Moaz al-Kasasbeh, the Dead Sea tragedy, the death of King Hussein, King Abdullah II assuming his constitutional powers, Syrian refugees, lifting of subsidies on bread, high prices of oil derivatives, poverty and unemployment.

The results showed the agreement of the journalists' answers about the influence of the press image with those prominent variables, both in terms of form and content, that they also agreed on the existence of determinants and controls that affected the image and controlled the process of its dissemination.

The majority of journalists emphasized that these limitations came through the editor in charge or the editor in chief, when the content of the image is related to any of the prominent variables that were mentioned previously, due to the high importance of those images related to the importance of events and variables, which made the process of restriction and control greater

in dealing with this type of image. But the difference in the journalists' answers was in the nature of the impact of those variables on the image's shape, negatively or positively, in addition to the determinants (editing policy, editor-in-chief, editor) that govern the shape of the published image, whether in terms of colors, size, number, quality, lighting, technical issues, and the effectiveness of those determinants and the nature of their impact on the shape of the image.

The results also showed that the majority of journalists unanimously agreed that the variables represented by the prominent events in Jordan that the newspapers dealt with have affected the "content" of the image by addressing and publishing the image according to specific and restricted contents according to criteria represented by the editorial policy applied by the editor-in-chief or the responsible editor in the newspaper.

The answers related to the nature of the impact of those variables and the determinants that were imposed on the image in terms of form and content varied. The results showed a clear discrepancy between those who believed that those determinants had a positive impact in dealing with the publication of those images, because they saw it as being compatible with professional practice that is based on a policy editing, press controls and standards, and media laws governing, and among those who believe that these determinants have contributed to a negative impact on the image in terms of form and content.

Half of the journalists confirmed that the shape of the image was positively affected, according to those determinants and variables, in terms of not manipulating the image in terms of formality, relying on natural lighting and avoiding flash, and they also indicated that the nature of these events and their importance to society and the state made them care that the images be of high quality to match with the significance of those events. Half of the journalists also considered that the limitations represented by the editorial policy and the editorial presidency had a positive impact through this intervention and those restrictions imposed by the editorial presidency on the validity of the contents of the images, and they stressed that this is a natural and positive matter and came from the standpoint of professional practice in dealing with the contents of those images. They justified this by saying that the process comes to control the professional work and the suitability of the image to the editorial policy, not violating media laws, compatible with social customs and traditions, and keen on social stability.

The results also show that the supervisory work of the editor-in-chief did not limit press freedom and put restrictions on the work of photographers and the contents of those pictures, in addition to that their supervisory work increases the more important the contents of those pictures, which highlight the important variables, and the results show that the nature of the contents of the pictures imposes itself. It governs the publishing process.

While the other party believes that these limitations had a negative impact on the image and on the professional dealing with the content and shape of the image, and these journalists indicated that the shape of the published images was affected by technical matters that are used negatively, such as publishing less beautiful images, blurring the background, or cropping images too much, and they also presented other proofs of that by using editors to use an inappropriate geometric shape for images by converting them from a vertical shape to a landscape shape, or for the editor to control the reduction or enlargement of them, or to hide a certain logo without the other, controlling the angle of the image.

The results show that one-third of journalists see the intervention of the editor-in-chief or editor as a restriction on photojournalists and had a negative impact in dealing with images in terms of form. They also showed that this procedure was a restriction of press freedom, and that it followed the state's policy and did not violate it.

Less than half of the journalists, their answers showed that the contents of the pictures that reflect the events of the important variables were affected by the restrictions imposed by the editorial policy, and they considered that these restrictions had a severe negative impact represented in the avoidance of some photographers to photograph the important events, in addition to their resort to photographing government buildings that express their views rather than showing more expressive content such as pictures of people.

The results of some journalists showed the absence of manipulation in the images and the identification of certain angles of the images, in addition to relying on natural lighting, and resorting to technical treatment with the image in order to show it in the best and most beautiful way, specifically when those images contain lighting-related defects or need to cut the excess of them. With regard to the development of the press image, the results showed that the press image was subjected to a process of restricted or limited development according to the nature of events, the newspaper's editorial policy, and the responsible editor. The results reveal that this development in the content and form of the image was closely related to a set of considerations that controlled the extent, speed and size of the development of the press image. The nature of the event itself appears as the first of those considerations affecting the process of dealing with and developing the journalistic image. Images that express the events of the Arab Spring cannot be of equal importance in dealing with those images that express simple and casual events. Perhaps this consideration is paralleled in importance by another consideration represented in the newspaper's editorial policy, which attaches special importance and places with greater restrictions when dealing with images that contain very important journalistic content. The editing policy came to show a clear clarification among journalists in terms of its positive or negative impact on dealing with those images in form and content. Some of them believe that this consideration has restricted the ceiling of freedom for photographers in their coverage of important events, and some of them believe that the editing policy came to ensure the application of the necessary professional standards in dealing with these events.

Technology and the great development in modern technologies had a significant and tangible impact on the development of the press image by keeping pace with the most prominent technical tools that upgraded the image and its production in the best form.

The results also show that the development of the image was mainly related to the development in the awareness of photographers and their experiences in professional dealing with important events, and with the increase in their journalistic and visual culture about the main and important role that the image must play in presenting events in a highly professional and professional manner.

And in order for the image to rise to the best level and witness a development in its form and content, the results show that newspapers and editorial officials must pay attention to the image and the photographers, with upholding their role in press production and their certainty that the image equals the word in importance and in highlighting the events to the readers. The image is constrained and limited by the newspapers' lack of interest in it and the editors' indifference to its value as a critical journalistic product.

The results highlighted examples of the development that the image witnessed in terms of its form, and the aspects of these developments were the presence of sufficient space on the pages for its publication, and the increased interest in publishing colored images that express the most important events, in addition to the increased interest in the techniques and aesthetics of the image, through attempts to show the highest quality and the most beautiful aesthetic. . The image has also known new press forms that are compatible with its content and modern art forms, such as portraiture and storyboard.

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