

AN ANALYSIS OF PHOTOGRAPHY DIVERSITY ON ONLINE NEWS PORTAL – dainikjagran.com

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Abstract:-

The aim of this research paper is to find out the diversity of photographs and content on Dainik jagran entertainment news portal. This research paper will help research scholars to work on the online news portal and show their interest in the field of news portal. In today's date online news portal plays a vital role in our society because it updated our knowledge with latest news and gossips related to political, technological, business, entertainment, sports and other various genres. It refreshes our mind with latest photographs and videos uploaded on it.

The main purpose of this research paper is to find out the exact day and timing in which most of the photographs and content are updated on the jagran.com news portal. A lot of content, photographs, and videos are uploaded on the news portal but our main aim to deeply analysis the various diversity in photographs on entertainment pull-out of jagran.com. For this research paper we are using observation and content analysis method.

Keywords:- jagran.com, entertainment, news portal, online news, photographs, diversity, and jagran pull out.

1.0 Introduction to Dainik Jagran - The Jagran Prakashan Ltd. is one of the India's leading media house, with its focus area includes Magazines, Newspapers, Outdoor, Internet, and Mobile Value Added Services.

Dainik Jagran is the successful brand in the media today. In today's media world, where consumers have an ample of choices, Dainik Jagran is one of the big brand in the media industry that is the choice of millions of Indians and foreigners as they start their day. With a total readership of 5.59 crore, it has been the largest read daily newspaper of India for the last consecutive 21 rounds of the Indian Readership Survey (IRS). With total of 37 editions, It covers almost 11 states of India. It has also been declared by the World Association of Newspapers (WAN) as the largest read daily in the world. Not just the largest read, Dainik Jagran has also been voted as the Most Credible Source of News in a BBC-Reuters survey.

1.1 Dainikjagran.com (News Portal) - The Dainikjagran.com which is the largest online Hindi news portal in the media today. Jagran.com has entered into a strategic alliance with Yahoo India to launch a co-branded news portal site. Jagran.com is the largest online news portal in India with over 60 million page views/month with 37 pages per visitor and a unique user base of 1.6 mn per month .It covers almost every news genre with latest gossips and photographs. It is bilingual news portal so the natizens can access news feed in both the language i.e. Hindi and English.

1.2 Jagran entertainment portal divided into many any sections:-

1. Trending photographs
2. Bollywood news

3. Breaking news
4. Movie Review
5. Celebrity news
6. Divas news

2.0 Research Objective –

1. To find out the diversity of photographs in jagran.com portal.
2. To find out the most common genre of photography in news portal entertainment pull-out.
3. To find out the day and timings in which most of the photographs are updated.

3.0 Diversity in photographs on jagran.com entertainment pull-out

3.1 Paparazzi Photography - Paparazzi are independent photographers with knowledge of photography and lenses for taking surveillance photos of celebrities and politicians outside of their public appearances. Paparazzi photographers who take pictures of athlete, celebrities and business tycoons and sell their pictures to news agencies. The photography demands creativity and it is full of adventurous.



Source - <http://indiatoday.intoday.in/story/akshay-kumar-daughter-nitara-movie-date-twinkle-khanna-photos/1/745747.html>

Paparazzi photographers usually follow the limelight celebrities and clicking their photographs and sell them in a very huge cost. Paparazzo is also known as candid photographer. So the question is that what is Candid photography, a simple definition of Candid photography is the photography captured without creating a posed appearance. In short we can say a click without posed or surprised photography. A classic example of Candid is when a person is smoking, by surprising the person, awkward condition etc.

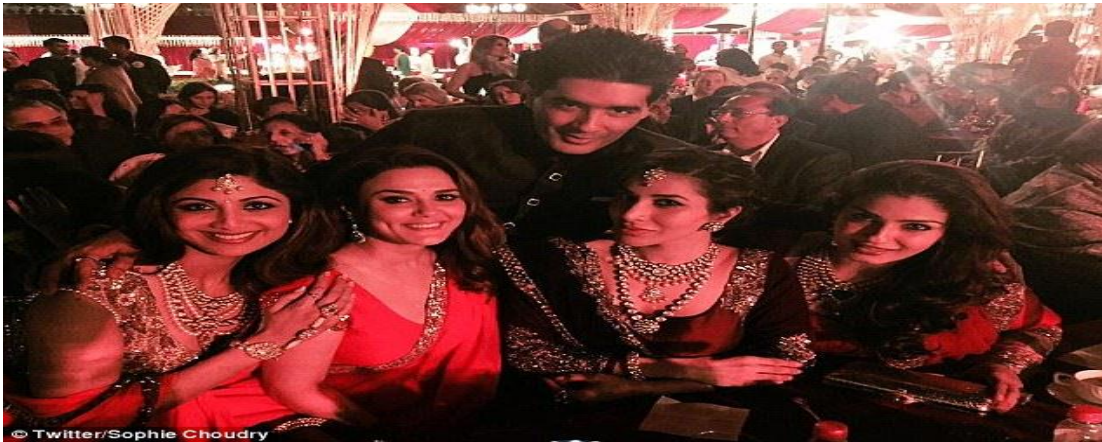
3.1.0 Paparazzi Photography further divided into two categories-

3.1.1 Ordinary Paparazzi photography – Ordinary paparazzi photography is also known as candid photography in which celebrity does not pose in front of camera. This photography is related to day to day life situation in which the celebrity does not that anybody is clicking his/her photographs.



Source - www.stylentips.com

3.1.2 Extra Ordinary paparazzi photography – Extra ordinary paparazzi photography in which celebrity looks into camera with proper pose. They are interested to get their photograph clicked. The photography related to launching of a film, muhurat of a film, photographs on the film set.



Source - <http://www.dailymail.co.uk/news/article-2952115/Hinduja-tycoon-designer-bride-marry-stunning-Bollywood-ceremony-complete-entertainment-J-Lo-Nicole-Scherzinger.html>

3.1.3 Red carpet photography - The red carpet photography are related to award function in which celebrity take part in award ceremony and they are nominated for the award. The photography of his/her performance in award function on a special song. We have seen most of the photographs related to IIFA Award, Star Dust Award, Zee Cine Award and many more.



Source - www.india.com

3.1.4 Diverse photography – Diverse photographs are those which are diverse in nature. On jagran.com entertainment news portals, we observe most of the photographs were extraordinary. During the 24/7 study on entertainment pull-out, we were find a lot of diversity in celebrity photographs. Diverse photographs have also been seen in the news portal.



Source – Jagran.com

4.0 Scope of Research- Online news portal like jagran.com is the new face of journalism and there are lot of research options in this area. News portals are the new field in the media studies. Researchers can explore their area in news portal. It is demanded and researchful area. People can do a lot of research work in this new media platform.

It is definitely a new wave form of journalism. Researcher can work on home page of news portal and also work on various genres includes photography, videos jokes, film reviews, opinion, special editions, market etc. Photo gallery on news portal is also the new and advance research area for media scholars.

This significance research will find out the various types of photography uploaded on entertainment news portal. News portal are dynamically updated. Times to time new content are uploaded on the site which is very useful for the viewers. You can see lot of new photographs added and viewers are commenting on them. A lot of scope is there for media students to take interest in the field of news portal journalism.

5.0 Methodology- For this research paper we are using content analysis and observation method for analysing each and every photograph available on jagran.com entertainment news portal from 10-9-2016 to 16-09-2016. For analysing the diversity in photographs, day, timings, and most common genre, we used online tracking software.

With the help of this software we received the email time to time, when the photographs were added and content was changed. When new photograph was added we received the mail from the software side. We were analysed the photographs for whole of the one week i.e. 24/7 and put a news portal on tracking software.

6.0 Analysis

Saturday – 10-09-2016

We were started from Saturday i.e. 10-09-2016, and received many updations in the morning and evening slot. In the morning session from 12 am to 8 am we received that 4 photographs were updated on news portal. From 8 am to 4 pm 14 photographs was added. From 4 pm to 12 pm, we see lot of updation in evening slot, received 17 new photographs updated. On Saturday 10 times content were changed with total of 35 new photographs were updated. Most of the photographs were extraordinary.

Table 1**Total photographs count from Saturday to Friday**

Date/Day	Time(12 am – 08 am)	Time (08 am – 04 pm)	Time (4 pm – 12 pm)	Total Photographs
10/09/2016 Saturday	4	14	17	35
11/09/2016 Sunday	2	11	15	28
12/09/2016 Monday	Nil	9	10	19
13/09/2016 Tuesday	Nil	7	11	18
14/09/2016 Wednesday	Nil	7	11	18
15/09/2016 Thursday	2	6	9	17
16/09/2016 Friday	4	6	14	24

Sunday – 11-09-2016

On Sunday we have seen less updation in news portal in the morning session between 12 am to 8 am. The timing between 12 am to 8 am, 2 photographs were updated on news portal. From 8 am to 4 pm, 11 photographs were added. From 4 pm to 12 pm, 15 photographs were added. On Sunday a total 28 photographs was added. Photographs from the event like ganpati visarjan, film review, and fashion photographs were uploaded on the portal.

Monday – 12-09-2016

12 am – 8 am - Minor change (Image positioning change)

8 am – 4 pm – 9 Photographs Updated

4 pm to 12 pm – 10 Photographs Updated

Most Common Genre - Extraordinary**Tuesday – 13-09-2016**

12 am – 8 am - Minor change (Image positioning change)

8 am – 4 pm – 7 Photographs Updated

4 pm to 12 pm – 11 Photographs Updated

Most Common Genre – Extraordinary**Wednesday – 14-09-2016**

12 am – 8 am - Minor change (Image positioning change)

8 am – 4 pm – 7 Photographs Updated

4 pm to 12 pm – 11 Photographs Updated

Most Common Genre - Extraordinary**Thursday – 15-09-2016**

12 am – 8 am – 2 Photographs added

8 am – 4 pm – 6 Photographs Updated

4 pm to 12 pm – 9 Photographs Updated

Most Common Genre – Extraordinary**Friday – 16-09-2016**

12 am – 8 am – 4 Photographs added

8 am – 4 pm – 6 Photographs Updated

4 pm to 12 pm – 14 Photographs Updated

Most Common Genre – Extraordinary**Table 2- Diversity in photographs**

Day	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Extraordinary	20	15	10	8	6	6	14
Ordinary	5	5	2	2	6	6	4
Red Carpet	3	3	2	2	2	2	4
Diverse	7	5	5	6	4	3	2
Total	35	28	19	18	18	17	24

7.0 Conclusion – Photography genres plays an important role in the news portal. It is the new area for the research in media studies. For jagran.com entertainment news portal, Saturdays, the timings between 4 pm to 12 pm was considered the best day and timing for analysing the content and photographs. During this time the refresh photographs were updated and we have seen lot of diversity in photographs. Most of the photographs were extraordinary. A news portal definitely is the future of new media.

8.0 References:

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