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**FINDING THE NEXUS: IMPACT OF FRONT PAGE
CONTENT SELECTION, LAYOUT AND DESIGN ON
NEWSPAPERS READABILITY**

BY
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May, 2019

Addis Ababa, Ethiopia

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Layout and Design on Newspapers Readability**

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This is to certify that the thesis prepared by Getnet Tadesse, entitled **Finding the Nexus: Impact of Front Page Content Selection, Layout and Design on Newspapers Readability**; submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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Declaration

I, the undersigned, declare that this thesis is my original work and all the sources of materials used for the thesis have been duly acknowledged.

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Abstract

The use of modern front page for a newspaper graphic design that attract, motivate and effectively communicate the reader has become more popular. This study aims to assess front page news selection and design practice of newspapers published in Ethiopia. For this purpose, The Reporter and The Ethiopian Herald newspapers were selected as samples for this case study. The result of this study revealed that among the modern popular front-page design formats, most of the total 72 sample newspapers (36 each from both The Reporter and The Ethiopian Herald), 61% use modular format, and the remaining 15% and 7% newspapers used horizontal and Total/Single team front page design formats respectively. Despite both newspapers mostly applied modular design, their front pages were not appealing to read, since they lacked white space that serves as a breathing area/space for the eye of readers, and the FGD result from readers also confirmed this.

Design elements, such number of stories, number of photographs, caption story, pull out quote, info graphics, index and number of Ads are considered to be building blocks of front-page design. Accordingly, the study found out that except the headline of some newspapers is unattractive and irrelevant with the photographs, most of the sample newspapers used few stories. Among the total sample newspapers 52.8% and 34.7% of them were appeared with 3 and 2 stories respectively in their frontlines. 50% and 22% of them were published with only one and two photographs respectively. Although Lift-out or pullout quote is one of the design elements that bring visual power to the page, only 11% of newspapers use pullout quotes, but 89% were published without pullout quotes in their front-pages. On the other hand, while 25% of total sample newspapers use of caption story and info graphics, only 7% of them have indexes in the front-pages.

As the results of this study revealed, inefficient front-page news selection and layout design observed in both newspapers is emanated from three major factors, such as lack of professional skill and knowledge, limited cooperative or team work, as well as lack of creativity, commitment, and carefulness on the part of designers and editors. Therefore, the newspaper publishing houses should give considerable attention for front-page content selection and design by preparing front-page news selection and design formats, by providing necessary trainings for designers and editors, and by promoting team work and self-leaning and creativity among them.

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ACRONYMS

AAU – Addis Ababa University

ADs – Advertisement

BA – Bachelor of Art

ENA – Ethiopian News Agency

EPA – Ethiopian Press Agency

FDRE – Federal Democratic Republic of Ethiopia

FGD – Focus Group Discussion

KII – Key Informant Interview

MCC – Media Communication Center

MoI – Ministry of Information

USA – Unites States of America

USD – United States Dollar

WAN-IFRA - World Association of Newspapers and News Publishers

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Definition of Key Terms

All-caps heads: This is a headline written in capital letters.

Caps and lowercase heads: In this headline style, all words, other than articles, conjunctions, and prepositions of fewer than four (and sometimes five) letters, are set with the first letter in caps and the others in lowercase.

Down-style heads: In down-style heads, the first letter of the first word and the first letter of any proper noun is set as a cap, and all other letters are lowercase.

Banner head: It is set to cover the width of the page at the top of news page to draw attention to the lead story or that particular page. A banner head above the flag or nameplate is called a **skyline**. A banner headline applies to the widest and biggest multicolumn head on a page, regardless of whether it is the full width.

Cross-line head: It is very similar to a banner headline. Although it does not always cover the full width of the page, it does cover all the columns of the story to which it pertains.

Flush left head: It is a two or three line head with each line set flush left. The lines do not have to be equal in width or set full.

Side head: It is a headline form that runs alongside a story. Normally three or four lines and looks best when set flush right. A side head is usually placed slightly above the center of the story.

Kicker: It is a smaller font headline, often underlined, just above the main headline. Kickers are often a one or two word identifier used to help readers select articles.

Subheads/crossheads: It in a lengthy article, subheads can be used to break text into shorter segments. Subheads can appear beneath a headline, but should not be too detailed.

Hammer: It is a larger headline above a smaller main headline, opposite of kicker headline form.

Standing head: It is essentially a label used for regular or recurring content, such as sports and economy etc columns. It does not change from issue to issue.

Jump head: The jump head is designed to help the reader find a portion of a story continued from another page. The jump head uses one or two key words from the headline that introduced the story.

Tripod head: It is a single, short line of larger type set to the left of two lines of smaller type. The tripod portion (larger wording) should be twice the size of the definition or main headline.

Wicket head: It is a tripod in reverse (short line of larger type set to the right of two lines of smaller type). The colon is not used in the wicket.

Novelty head: It features typographical tricks, such as setting part of the head upside down, using an ornate typeface or substituting artwork as characters.

Typeface: It is the shape of the letters. Typefaces fall into one of three main categories: serif, sans serif and decorative.

Font/type styles: Bold, condensed and italic are known font/type styles.

Font/type families: there are various families of typefaces. For instance *Arial* typeface family has normal, black, narrow, rounded MT bold and Unicode MS font varieties.

Font/type alignment: within a column, font can be arranged in one of several ways: justified, where both edges of the column line up; centered; ranged left (where the left edge of the column is straight and the right is irregular) or ranged right (the opposite).

Balance: Balance is based on the belief that the elements of the newspaper page have visual/optical weight. There are two kinds of balance: **formal and informal**, when the design is repeated on both sides of page, the balance is formal or symmetrical. **Informal balance** is asymmetrical; is dynamic and attention getting.

Planning: the design must be planned in accordance with the intended audience.

Organization: the elements of the text need to be arranged in the way that captures the readers' attention and directs the eye toward important points.

Consistency: repeating design elements and consistent use of type and graphics styles within a document shows a reader where to go and helps them navigate the designs and layouts safely.

Unity: Unity is the relationship that exists among the elements of a newspaper.

Proportion: this is the size relationship of one part to another.

Rhythm: It is integral to the pacing of a design composition and is also necessary for creating a pattern.

Simplicity: It means that the fewer elements in the design, the more pleasing to the eyes.

Movement: this refers to leading the attention of the viewer from one aspect of the work to another via the size of headlines, content and size of photos etc.

Emphasis: A focal point in a composition draws the eye to it before the eye engages with the rest of the visual information.

Contrast: Contrast is a visual device that increases the special character of both elements that have been paired. It helps to add energy and visual range to a composition by creating a focal point.

Alignment: Alignment refers to lining up the top, bottom, sides, or middle of a text, composition, or grouping of graphic elements on a page. Good alignment is invisible.

Colour: Colour is a very important factor to attract attention. It increases memory, value and layout efficiency, also creates a pleasing, rhythmic movement of the eye.

White Space: this is a space left between elements or on the sides of the paper. White space gives breathing room.

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study:

Following the innovation of Gutenberg printing press in 1455 A.D, the print media has evolved into the sophisticated press we have today. As Chege (2012: 5) says; even though the foundation of the first newspaper goes back to China in 1100 A.D, the invention of Printing Press was a turning point for the industry to widen its circulation and impact.

In the mid 19th century, dozens of newspapers were published in US and Europe. Among them, *The New York Herald*, which was established by James Gordon Bennett in 1935, is considered to be the first modern newspaper in which new content and appearances were incorporated. Bennett made a number of changes in the newspaper both in form and content. He conducted the world's first newspaper interview and introduced a series of innovative ideas including requiring advertisers to pay in advance (Chege, 2012: 21).

The traditional media, newspaper is an important tool to communicate relevant information for societies. Among others, it serves the public sphere by publishing true and reliable information on public matters; assisting expression of diverse voices in society; facilitating the participation of citizens in social and political matters (McQuail, 2000: 145).

The impact of newspapers and their demand by the public has become increased over time. Newspaper reading is one of the daily habits of world community. As the sun rises in the morning, many public eyes steer focused on newspaper pages, and some people prefer to read newspapers more than taking a morning coffee. In the United States, daily newspapers are read by nearly 54 percent of adults each weekday and by 63 percent on Sundays. In some countries, daily newspapers are classified as morning, evening, or Sunday publications. For instance, among the 1,457 daily newspapers published in the United States by 2004, 53 percent of them were morning and 47 percent were evening papers. In the country, from the 917 Sunday newspapers, most of them were published by the same daily newspapers publishers (Chege, 2012: 6).

Unpublished document of the Ethiopian Press Agency (EPA) cited the Global Newspaper and News Publisher Associations states that there were more than 12,000 well organized daily newspaper publishers in the world, distributing 512 million copies with annual revenue of 200 billion USD in 2012. All the way through they distributed half a billion of daily newspaper copies, to win a big share from 200 billion USD of world newspaper revenue, to reach more people from 2.7 billion newspaper readers of the world population. Those tens of thousands publishers always in a serious competition to win the hearts and minds of their readers and advertisers (WAN-IFRA, 2017).

Newspapers regularly provide detailed coverage of news, events, and issues concerning the local area as well as business, sports, and other relevant information and entertainment, Chege (2012:6). When the competition becomes intense, publishers always look the way to win not only by providing the content, but the way to deliver contents becomes another tool of competition.

Newspaper layout and design is the one and most important task for publishers. Most significantly, front page news selection, layout and design have a pivotal role for a winning newspaper. Newspaper front page is the face of the newspaper. It is built to attract the reader. It reflects a mood, especially through cover and teaser photos (Ukonu, 2013:54). Front page is the identity of a newspaper; it also declares what is top on the edition's agenda (Ukonu, 2013). Top stories of the edition should correlate to the layout and design of the page. A front page design standard is high; number of stories, play of photos, the style of headlines and the variety of graphics has its own philosophy.

Today's busy readers expect editors to edit and guide them through a publication. Readers also expect editors to communicate through the use of visual communication. Today, strong publication design is a necessity in the communication process. Ukonu (2013) says experts believe that the editor should be more concerned with element count on front pages. And readers prefer front pages that bubble with life, that is, activity. Editors should look at the heavy weights-headlines and visuals. Readers often see these eye catchers.

This study covers the two English language newspapers, a 76 years old public newspaper *The Ethiopian Herald* and the private newspaper *The Reporter* English. The reason behind these two

newspapers' selection is to identify how public newspapers and private newspapers decide their contents to appear on front pages; and to make a comparison of their front pages' layouts and designs as they are both English language publications.

The main focus area of the study is; the value and importance of front page for an effective newspaper. The research attempts to find out the nexus between front pages' news selection, layout and design vis-à-vis readability of the newspapers. Through studying these areas, the researcher will assess the strengths and weaknesses of the two newspapers specific to their front pages and indicate the value of a successful front page for a winning, readable newspaper.

1.2 Statement of the Problem

In spite of the fact that publishing of newspaper in Ethiopia is recent phenomenon compared to other nations experience in world, publishing newspaper in the country has closer to a century (EPA; 2000, 1). In this regard, *The Ethiopian Herald* newspaper, one of the print outlets of the EPA is a pioneer, next to the oldest Amharic daily, *Addis Zemen*, in the country's publishing history. In Ethiopia, the development of both public and private newspapers has been passing through several ups and downs. Most of the challenges are emanated from the government side. Although the FDRE (Federal Democratic Republic of Ethiopia) Constitution, in Article 29 provides the "Right of Thought, Opinion and Expression and Freedom of Press", the practice still faces several hurdles (Gedion, 2010). Gedion states that various human rights activists and `champions` of freedom of expressions accused the government for unconstitutional and illegal repressions, vehemently denied by the government.

Ethiopian public Medias including *The Ethiopian Herald* newspaper are highly criticized and considered as mouthpiece for the Government. Among the critics, Kamil (2013) indicates that the government officials, predominantly from the Ministry of Information, directly and indirectly interfere in the editorial independence of journalists. In addition to those government legal execution and other implementation challenges described in the above paragraph, Ethiopian newspapers are not free from some internal publishing problems, especially in relation to front-page content selection, layout and design of newspapers. While an increasing number of journalism or communication books and research papers suggests that newspapers contents should always be aligned with front page layout and design, and every editorial, advertorial or

advertisement content must appear on the page with appropriate layout and design, this is not soundly applied in the Ethiopian newspapers, including *The Ethiopian Herald* and *The Reporter*. Ethiopian Press Agency unpublished document (2000) states that with devoid of principles of layout and graphics, newspapers lack its identity and reduces its readability.

Media institutions with professional practitioners and competent information market are imperative for deepening democratic and responsible governance (Kamil, 2013). This argument is directly related to the performance of professional journalism in print media sector. In this regard Ethiopian print media lacks trained professionals who are deepening the content, and smarten the layout and design of newspapers. As far as the researcher is concerned, even if there are trained journalists on print media, specialized training on newspaper layout and design with BA Degree level or above is not given in Ethiopian universities.

The sympathetic of publishers on values of layout and graphics design for strong and readable newspapers is weak. The EPA layout and design manual which enacted in 2000 is not applicable properly due to several reasons. Firstly, the manual has been prepared long time ago and hence outdated for this digital age. Secondly, both content and graphics editors do not want to use it and some of them even don't have the idea where the manual is available and what kind of contribution does it have for strengthening newspapers.

As a researcher I have also observed such kind of serious problems related to both content and production sections in *The Ethiopian Herald* newspaper. Since the time I have started working in EPA following my appointment as a Chief Executive Officer on September 3rd, 2018, I have to critically observe how the content and production teams work together? How they are planning and producing both content, layout and design aspect? How much attention is given to front-page news' selection? and what kind of role that editors and graphics designers have so as to enhance the quality of the front page and how these important issues are discussed? Above all, from my observation, newspapers' weak front pages resulted from lack of attention and weak editorial conferences and lack of professional skill in design.

Impact of front-page news' selection and design are interrelated with readability of the newspaper. As Ukonu (2013) stated that front page is the face of a newspaper it leads to the depth of the editorial content and shows a brand of newspaper. He argued that newspapers

devoid of strong front page are not selling; their impacts are weak or not fulfilling their function. Mainly it is because of weak editorial content and unfitted layout and design outputs. These serious problems regularly appears on newspaper's front pages.

From the researcher experience in reading and reviewing front pages of several newspapers published in Ethiopia, those newspapers usually have strong editorial contents but, they critically lack strong front page content and design. Professor Curtis D. MacDougall of Northwestern University, Emeritus, argue that the interdependence of content and design is a pillar for a strength of a newspaper. MacDougall states that “Strong editorial material can overcome bad design, and bad design can kill good contents” (Nelson; 1979, 8)

Emphasizing the change that newspapers have made in their front page designs, citing Utt and Pasternack (2003:2) Sentayehu (2006) states that since the 1970s, front pages have been transformed from gray to colorful, from primarily text-based to a regular reliance on various types of art, and from one created with a dummy sheet, pencil and ruler to computer-generated pages that are easier, faster and more versatile than anyone could have imagined a generation ago. The splash of color, the spread of modular design and the arrival of large, dominant photos are among the changes that newspapers made in the 1980s. After the newspapers began publishing on the internet in the mid to late 1990's, simplicity and ease of navigation became another trend of design. Turning to Ethiopia, most newspapers, government as well as private, are poorly designed and are unfriendly and unattractive (Sentayehu; 2006, 1). Thus, this study review and discuss on front page content selection and design of *The Ethiopian Herald* and *The Reporter* newspapers.

Prior to this study the researcher found research papers focusing on front page layout and design, Samueal (2006) on *Representation of power relations in Ethiopian newspaper front page photographs*, and Sentayehu (2006) on *front page design characteristics of English medium newspapers*. Both papers tried to assess trends on newspaper layout and design, regardless of the content. Mainly from those two research papers two research gaps are identified by this research. The first identified gap is those researches focused on only the technical aspects and characteristics of front page design elements both of them do not give adequate attention to the editorial content of the newspaper. The second identified gap, both research papers do not try to

evaluate their objective from readers' perspective. Therefore, this research filled the gaps in front page design with content selection and readers' perspective towards content selection and front page design. As Professor MacDougall stated that editorial content and design are interdependent with one another. In other words, front page layout and design is inseparable of the editorial content selection.

Based on the rationale explained above, the researcher has critically assessed the weakness and strength of *The Ethiopian Herald* and *The Reporter* English front page news selection, layout and design. To avoid personal bias as a sample newspapers of *The Ethiopian Herald* are taken prior to September 3rd, 2018 which were published before the researcher came to office. Similarly, sample newspapers of *The Reporter* also took Saturday's editions, to compare and contrast contents and design with *The Ethiopian Herald*.

1.3 Objectives of the Study

General Objective

The general objective of the study is to find out the nexus between sound front pages news selection, layout and design on the readability of the newspaper.

Specific objectives of the study

The specific objectives of the study are:

- Assess content selection, layout and design criteria of *The Ethiopian Herald* and *The Reporter* in their front pages.
- Evaluate the effectiveness of *The Ethiopian Herald* and *The Reporter* newspapers front pages.
- Identify factors contributing for inefficient front page content selection, layout and design of newspapers.
- Recommend some measures to enhance front page content selection, layout and design to increase readability.

1.4 Research Questions

1. What looks like the experience of *The Ethiopian Herald* and *The Reporter* front-page content selection, layout and design?
2. What is the impact of front page content selection, layout and design for the achievement of newspaper in case of *The Ethiopian Herald* and *The Reporter*?
3. What are the factors contributing for untie of front-page content selection, layout and design with newspaper readability?
4. How front-page content selection, layout and design practices increase newspapers readability?

1.5 Significance of the Study

In general terms, the eyes of the readers first look front page of the newspaper, their attention whether positively or negatively attached with it. It is the face of the newspaper and has a very strong attention grasping area of the newspaper. It is also a door for the rest of the newspaper, the reader decides to get in or let out from all contents of the newspaper.

As creator of newspapers' identity strong newspaper front page, sell distinctive characteristics of the newspaper for the reader. As a get way of the newspaper, well-organized and illustrative front page promote the content of the whole newspaper.

As face of newspaper, well-designed front page grasp the readers' attentions. In due consider these points the significance of this study is to explore and expose the gray areas of design and news selection of newspaper front pages. Through assessing major findings and analyzing data this study suggest better involvement of the designer as a required component in influencing effective communication in newspaper publishing.

The researcher believes that editors will give much attention to front page news selection and design. In this regard editors and designer will beneficial from the findings of this research to enhance their quality news selection and design of front pages.

Publishers of *The Ethiopian Herald* and *The Reporter* are beneficiaries from the finding and recommendation of this research to enhance their newspapers' front page quality both editorial content and design aspects. Publishers of newspapers and the print media industry at large will benefit from this study. This study will hopefully be an eye opener on effective newspaper front page news selection and design.

1.6 Scope of the Study

Although various newspapers being published and circulated in Ethiopia, a public newspaper *The Ethiopian Herald* and a private newspaper *The Reporter* which is mainly circulated in Addis Ababa, the capital city of Ethiopia are taken as cases for this study. Considering the objectives the research is principally focuses on front page news selection, layout and design of both newspapers. Purposively selected copies from January 1st, 2018 to September 2nd, 2018 of both newspapers taken as samples for content analyses.

Two Editor-in-Chiefs`, four deputy Editor-in-Chiefs` total six content editors from both newspapers, four senior design editors, two managers from both newspapers and purposively selected readers with two designed FGDs were interviewed to explore how they are working and give attention for newspapers front page and evaluate the impact on readability, respectively.

1.7 Limitations of the Study

The research covered front pages of the two newspapers, *The Ethiopian Herald* which is a public newspaper published by EPA and *The Reporter*, a private newspaper published by MCC. Based on the format size *The Ethiopian Herald* is Berliner in its size and *The Reporter* is tabloid. As the study focuses on news selection and design of newspapers, the size have an effect on the number of stories appeared in front page and the way that the news presented affected by the size of the newspaper. Thus, contrasting these two newspapers has a potential limitation for the study because of the size of the page number of stories and usage of other graphic elements varied between these two newspapers front page.

Newspapers distribution in different areas of the country is another limitation for the study. As far as the researcher is concerned, *The Reporter* is mainly circulated in Addis Ababa where as

The Ethiopian Herald distributed at country level. Because of this, readers sample size is limited to evaluate the impact of front-page news selection and design is very challenging. To overcome these challenges the researcher designed two focus group discussions of readers in Addis Ababa.

This research used three theoretical frameworks to analyze its findings; framing, perception, and eye tracing theories. From those selected theories eye-tracking theory is the one in which readers' looking interaction with newspaper pages conceptually analyzed. Several researches have been done through instrumentally measuring the eye tracking movements of the reader. In this research accessing the instrument for measuring eye-tracking movement is a limitation but the researcher uses the conceptual frame work of eye tracking theory for data analysis.

1.8 Organization of the Thesis

This research consists of five Chapters. The introduction section of chapter one includes background of the study, statement of the problem, general and specific objectives, research questions, significance of the study, limitation of the study.

The second chapter deals with review of related literature with the study objectives that provide information about the concept of newspaper layout and design, news selection, values, elements and principles of newspaper front page. The chapter discusses also theoretical frameworks of the research in which newspaper front-page content selection and design scientific justification discussed.

The third chapter describes about the study area, research design, data gathering tools, sampling technique, and analysis methods of the study. The chapter gives the rationale for adopting quantitative and qualitative method in the study and it consequently places emphasis on the relevance of the three data collection techniques it uses: FGDs, in-depth interviews and document analysis of sample newspapers, and reliability and validity of the study also included in this chapter.

Chapter four discusses the major findings of the study in light of the introductory chapters and the theoretical perspectives in chapter two. The chapter presents the results of the data gathered through in-depth interviews and document analysis.

The final chapter; chapter five, will focus on the major findings of the study, conclusion and suggested recommendations based on the outcome of the research.

CHAPTER TWO

2. REVIEW OF RELATED LITRATURE

This study designed to assess the nexus in newspaper front page content selection and design. The researcher examined the importance of these two areas of study for effective newspapers. In this chapter, the researcher reviews basic concepts, standards and characteristics of the field of study and review previous related studies. Professional standards towards news selection and design will be discussed in relation to the reader's perception. Theoretical frame works and concepts related to newspaper front page attractiveness and readability discussed in this chapter.

2.1 Ethiopian Media: an Overview of Newspaper Publication

The history of media in Ethiopia dates back more than a century, in mid ninetieth century its founding stone were stated by foreign missionaries. Shimelis (2000, 6) states that the first printing press was set up in 1863 at Massawa by a Lazarist missionary known as father Lorenzo Biancheri. Then after Lorenzo the Swedish Evangelical Mission established a small press at Mankullo, near Massawa, in 1885. In the 1890s a Franciscan missionary called Father Bernard was able to secure Emperor Menelik's acknowledgment, if not actual support, and expand his operations into commercial printing.

According to Nigusse and Shimelis Father Bernand, who was lives in Harar started his publication in 1889 known as *La Semeur d'Ethiopie*, weekly by French-Amharic language. Regardless of disagreements on which periodicals was the first in Ethiopia between three publications; Frather Lorenzo *La Semeur d'Ethiopie*, which appeared in Harar in 1905; *Blatta* Gebre Egziabher's handwritten sheets produced every week in the capital before 1900; and the state-owned *A'emro*, which made its first appearance contemporaneously with the above two papers; Many writers agreed on *A'emro* is generally accepted as Ethiopia's first periodical (Shimelis, 2000). The earliest issue of *A'emro* appeared around 1901 written by hand and with a circulation of around 24 copies, 200 following the importation of a copying machine.

Between 1912 and 1915 weekly newspapers like Melekete Selam, Yetor Wore, and many others publications emerged (Geremew; 2006, 60) In 1925 Berehanena Selam printing press was

established, it laid a foundation for printing technology in Ethiopia. Prior two years the foundation of printing press, in 1923 it has a publication of a weekly government-owned newspaper named *Brehanena Selam* with circulation of 500 copies (Shimelis; 2000, 8). The Printing Press played a role in the publication of long lasting Amharic newspaper; *Addis Zemen* was launched in 1941 to celebrate the 1941 victory over the Italians. Two years after in 1943 *The Ethiopian Herald* coming up to the scene.

2.2 Modern Newspapers and their Challenges to Attract Readership

Publishing newspaper might not be considered as a challenge these days' thanks for technological advancement. The real challenge in the sector is producing readable, well circulated and profitable newspapers. That is why; the top priority of publishers these days is to make a readable and influential newspaper. They always strive to make their newspaper sustainably exist in the market with quality production, seeking readers and advertisers' attention. Increased number of newspapers in different countries and newspaper competition with broadcast and online media makes has already made the challenge intense. According to most commentators, the cause of the layout revolution was mainly the introduction of new technology, although competition between media houses contributes for design revolution (Barnhurst & Nerone, 797).

Partly due to the competition from the electronic media, layout and design in newspapers have gained an increased focus over the last years. The focus has largely shifted from content to appearance (Sentayehu, 2006). Moreover, content by itself is not become the determinant factor for newspaper readability because of the digital era competition improving the front page appearance with persuasive, attractive design in addition to sound content selection contributes much for newspaper readability.

According to Sousa (2005), the visual layout became part of journalistic discourse gradually, and went through four periods, which he calls **graphic revolutions**. The increasing importance that design had on planning over these periods is notable.

The first graphic revolution occurred between the 18th and 19th centuries and was highlighted by the newspapers' departure from the book model (Brazilian journalism research; 2016, 39). At

this first stage, the strong identity of the press established, industrialization and professionalization of the press becomes notable. The main changes to the layout were larger articles and more columns, reducing the font size, and including large titles for the articles. In this stage newspaper standards identified and new appearances were started, a publisher looks creative ways to publish their newspaper to win the hearts and minds of the advertisers. As Chege stated that James Gordon Bennett was one of the first creative publishers who has established new ideas in newspaper publication industry. A Scottish immigrant, Bennett, who founded the modern newspaper called *The New York Herald* in May 1835, made a difference over dozen newspapers. Bennett made a number of changes in the newspaper business that gave it both character and content (Chege; 2012, 21).

The arrival of photojournalism marked the second graphic revolution from the beginning of the 1920s until the end of the 1940s (Sousa, 2005). Prior to 1920s, there was no significant production of published newspapers with photographs. As Cardoso (2009, 83) points out that at the turn of the 20th century, more specifically around 1905, photographs were starting to appear regularly in newspapers. And in the first decade of the 20th century, newspapers themselves were placing weight on professionals for their graphics, and started separating the duties for the graphic designers and typographers who were carrying out these tasks (Brazilian journalism research; 2016, 42).

The influence of television in the 1960s forced the print media engaged to turn the third graphic revolution, which was focused on design. Most people's everyday lives are highly attached with or influenced by television, which the most challenging time for the classic print media. Because of these pressure newspaper design was really born internationally (Newspaper Design; 2016, 43).

Keith (2015, 54) says the newspaper designers in 1950s and 1960s continued to redesign their work emphasized lightness, white space, horizontal organization of text, and the use of rectangular packages, or 'modular design'. During the 1960s Peter Palazzo, a New York based designer redesigned the now defunct New York Herald Tribune. His designs were considered avant garde. He was known to prefer working with white spaces, large photographs and

unconventional font page type. It has been argued that the same 1960s issues of the Herald Tribune could have passed for a stylish publication today (Chege; 2012, 22).

The fourth phase of Sousa's graphic revolution is the balance between the importance of form and content. The end of the 1970s saw the first desktop publishing software's released at a time when competition was growing among graphic designers. By the end of 20th century, newspapers were relying more and more on colour, infographic, front page summaries, booklets, topic segmentation, etc. Readers at that time came to the conclusion that not only did their visual need changing but also their editorial sequencing (Newspaper Design; 2016, 42).

Newspaper design and content become more influential for an effective newspaper at this time. Bellew (1991) cited, a paper entitled *Newspaper Design* and stated that front pages incorporated into the nameplate, a 'no jumps' rule that kept front-page stories short, and maps that showed cities that appeared in the datelines of even two- and three-paragraph stories. The most notable was *USA Today*, launched in 1982 as a color-filled newspaper with short articles, relatively large photographs, numerous illustrations, color-coded sections, and a front page that functions 'as a bulletin board for what is inside' (Keith; 2015, 54). Chege (2012, 23) also described that in 1982 the newspaper created a graphic awareness that helps to lead readers to editorial content. Considering the readers perception and promoting newspapers scannability becomes a challenge on the existing principles of what a newspaper looked like at the time (Keith; 2015, 54).

Graphic revolution of newspapers instantaneously related with competition among newspapers. Through four phases of graphics revolution publishers tries to make their newspapers well circulated and more readable. Furthermore, the previous arguments on a challenge to win readers attention changed. Nils Holmberg (2004) describes newspapers visual effect in relation with motivation towards reading.

Newspaper usability with regard to human visual function is a common motivational force behind experimental manipulations of newspaper design. Editorial re-conceptualization and economic considerations centered on advertising effectiveness are also plausible pretexts for experiments on newspaper design (Holmberg; 2004, 3). As Holmberg states that studies shows that general motivation has been to determine what impact newspaper design has on reading

behavior. Starting with newspaper reading, this process could provisionally be analyzed into scanning and reading (Holmberg; 2004, 4).

Eventually, publishing, distributing and making profit from newspaper market is the most competitive and challenging duty from different perspectives. One challenge emanates from new, converging and advanced media choices. The second challenge also emerged due to dozens of newspapers publications on the market. In order to tackle those challenges, content selection and design of newspaper has to be well organized and motivate readers through well designed, visually attractive front page.

2.3 Definition of Layout and Design

A newspaper is a written publication containing news, information and advertisements, usually printed on low- cost paper called news print (Chege, 2012, 4). These editorial, advertorial and advertisement content has to be presented based on the principle of layout and design. In other words a newspaper is a set comprised of many parts and put together according to criteria of journalistic editing in which newspapers are made profoundly influences their appearance. Esterson (2004, 4) states the essence of newspaper design is to make choices about how to present the news; news that changes every day while the graphic vocabulary of every newspaper remains the same (Newspaper Design; 2016, 39).

David Crystal (1992) stated that graphic design is a set of skills and techniques like typography, photography, illustration and printmaking employed in the design of all printed matter (Sentayehu; 2006, 7). Based on the above definition, newspaper graphics design is an art and skill in which creatively combined and visually placing text, images and other items to deliver the message properly. Technological advancement; computers' powers and the emergence of software such as Adobe Photoshop also provide creative freedom and power for graphic designers (Sentayehu, 2006).

Layout and graphics design is also a means of communication and it must fulfill the need for effective communication besides being attractive and beautiful. Through effective layout and design readers can understand the message and for whom it is intended (Towards a New Age Graphic Design; 2011, 81). Alex Hass describes design process as a communication tool, he says

that ``the practice of graphic or communication design is founded on crafting visual communications between clients and their audience. The communication must carry a specific message to a specific audience on behalf of the client, and do so effectively usually within the container of a concept that creates context and builds interest for the project in the viewer`` (Jeffery; 2012, 21).

Newspaper layout and design is also a process of arranging material on newspaper page, according to editorial and graphical guidelines and goals. According to Holmberg, a good newspaper layout should convey a hierarchical sequence of entry points that enable readers to stop scanning and start reading (2004, 5). Generally, page layout is the arrangement of text, images, graphics and other objects on a page.

Most of the time, the word layout and design used interchangeably, but layout is just a decision on placing predetermined items on a page, while design is the creativity of designers that typically create things or find things to use. In a wide-ranging definition from its values a good newspaper design is an identity or a brand of a newspaper. Each newspaper house used its own layout and graphics style to identify itself from another newspaper. Good designers always strive to identify their newspaper from another through their defined graphics guidelines and manuals.

2.1 Newspaper Front Page Design Elements

Newspaper design elements are visual elements, which appeared on newspaper pages. Alex Hass (2012, 32) stated that the building blocks of designs are point, line, and plane. He argued that, from those elements, designers create images, icons, textures, patterns, diagrams, animations, and typographic systems (cited Lupton & Phillips, 2014, 13). Many writers agreed on newspaper`s basic design elements as four in number: that are headline, text, art which includes photos and graphics, and cutline (Layout and Design Hand Book; 2008, 5). Those design elements are creatively manipulated by designers so as to realize the goal that the newspaper targeted to win the reader`s attention and delivering the message. In addition, through designers` competition it helps to make a difference between newspapers.

For classifying and explaining elements of design, the researcher used the integrated research from Sentayehu (2006), Jeffery (2012), Chege (2012), Keith (2015), Holmberg (2004), and Layout and Design Hand Book (2008) without major change.

2.1.1 Nameplate

The nameplate (sometimes called logo) is the name of a given newspaper, which identifies it from other newspapers. As design expertise like Garcia (2002) stated, the nameplate should be attractive in design and in harmony with the character of the paper.

2.1.2 Index

The index contains pointers to other sections of the paper, with a brief summary of their main story (Smith, 1999). According to Garcia (2002), an index has always been an important part of a good newspaper; although it is not used in many design traditions. Readers appreciate a newspaper that is easy to navigate. Good indexes give the front of newspaper a sense of hierarchy. Almost all (95.3 percent) of the dailies in USA surveyed by Utt and Pasternack (1984) print an index on page one, and 58.2 percent run it at the bottom of the far-left column of the page.

2.1.3 Teasers

It is sometimes called promos. Many newspapers feature little boxes with art work and headlines on the front page. These boxes are teasers, supposed to ‘tease’ readers to read the article (Schnelbach and Wyatt, 2005). One of the most popular subjects of newsroom concentration is a news teaser in the nameplate area of the front page (Garcia, 2002). As Garcia states, “readers will spend just a second or two processing information in teasers. So visuals should be tightly cropped, easily recognizable images” (2002: 90).

2.1.4 Headlines

According to Stephen Quinn (2002), when readers select what stories to read, their decision is usually based on what the headline says. Eye track research shows that readers' eye go first to photos and then to the large headlines (Ibid). Well-written headlines grab the reader's attention;

convey clear, concise thoughts and dress up the publication (Integrated publishing; 2003: 2). As Garcia (2002) points out, readers are helped when a page instantly conveys the hierarchy of stories based on headline size. In the past five years, as Utt and Pasternack (2003) underline, 50 per cent of the USA newspapers reported an increase in the size of their average headline. Though the space that the headline will occupy is almost always dictated by the layout of the page, there are several ways in which the headlines can be displayed, in this research basic headline types are listed in definition of terms part.

2.1.5 Byline

The name of a writer and sometimes accompanied by his or her staff position appear as a byline, usually preceding news or an article. The byline may have the same font face and size as the body text, or it may be different. Recently, many newspapers have added the e-mail address as part of the byline. Readers associate bylines with unbiased reporting, as it is possible to trace the source of the article.

2.1.6 Photographs/Pictures

According to Integrated Publishing (2003), Quinn (2002) and White Jan V. (1982), most newspaper readers look first at large images - usually photographs and their captions. In Schnelbach and Wyatt's (2005: 5) words, "nothing attracts attention and provides insight - better than a good photo".

As Moses cited by Utt and Pasternack (2003: 2), "readers 'enter' the page through large pictures or headlines". Smith (1999) points out that, photographs are important for two reasons. Firstly, it provides visual relief; secondly, it provides visual evidence of an event having happened - perhaps some detail of the event.

2.1.7 Information Graphics

Just as the name implies, these are informational graphic elements including charts, maps, and diagrams. As Garcia (2002, 172) points out, "busy readers appreciate good, simple informational graphics that visually tells them a story". When the information is too obvious or too simple, when the story is too complicated, when words say it better and when there is no time to do the

graphic well and/or correctly, Watson (2000) suggests that one should leave the use of information graphics.

2.1.8 Captions

“Good photographs have unique storytelling ability, but they are most effective when accompanied by some explanatory text” (Integrated publishing, 2003:3). Garcia (2002) informs that next to headlines and photographs, captions capture the most attention on a newspaper page. Captions, according to Schnelbach and Wyatt (2005), are generally set in a small but easy to read font below, beside or above photographs.

2.1.9 Typography

Typography derived from two Greek words; typos = form and grapho = write (Barnhurst, 2002). It is the art and technique of selecting and arranging font styles and sizes, line lengths, character and word spacing for type set applications. Garcia (2002) maintains that no task is more painful for the designer than the selection of typographic fonts. The design of typefaces continues to be an important and often highly specialized field, and graphic designers have literally hundreds of styles to choose from, among all basic ones are listed on definition of terms part of this study.

2.1.10 Rules

Straight lines are known as rules. Rules are frequently used to separate columns of text or information about a newspaper from text. They can also be used as boxes around stories. Rules are commonly used as typographic devices in newspaper design. Properly used, they separate unrelated items and unite related ones. Many beginning designers, as Schnelbach and Wyatt (2005) point out; use too many rules, creating a confusing navigation effect. The following two types of rules are taken almost as it from Integrated Publishing (2003) presented as follows:

Column rule: is a vertical, thin line that runs from the top to the bottom of a newspaper page. It is used to separate texts and unrelated items, such as photographs and stories, from the rest of the page.

Cutoff rule: it is a horizontal, thin line that runs across one or more columns of a newspaper page, depending on the width of the items to be separated or united. A cutoff rule is used to separate unrelated items, such as boxes, photographs, multicolumn headlines and advertisements, from the rest of the page. A cutoff rule helps the reader's eye turn the corner from where a story ends in one column to where it begins in the next column.

2.1.11 Advertisements

As Watson (2002) stated, advertisements are the first to be organized into the pages of a newspaper, followed by news stories. Good advertising content and design, as pointed out by Watson, have an impact on a newspaper's overall readership and success. Newspapers print advertisements for its revenue, and few newspapers are sold because people want to read the advertisements alone.

Some design experts like McMullan and Wilkinson (2004) believe that advertising is a better fit with a broadsheet - especially classifieds. Others argue that tabloid is the perfect format for all forms of advertising. According to Eamonn Byrne (2005) great newspaper ads are created by a combination of factors that include; an empathy with the newspaper medium, an understanding of how readers read ads and the ability to write newspaper advertising copy, and with a total understanding of the target's needs and motivation.

2.2 Principles of Layout and Design

Newspaper layout and design is not done just for only making pages beautiful. It has designed to deliver meaningful message and dedicated to communicate with the reader. The primary purpose of design is to convey messages clearly and efficiently. The intention is to draw attention to the message, not the medium. To accomplish this, a designer must do, as believed by many design experts, more than putting materials in bold, color and with big size (Sentayehu, 2005, 9).

In order to design visual materials that communicate effectively, designers must understand and work with the syntax of visual language. Meaning is expressed not only through content but through form as well, and will include both intellectual and emotional messages in varying

degrees (Jeffrey 2012, 22). A book entitled *Towards a New Age Graphic Design* also states that; Good layouts never just happen; they have to be deliberately and carefully planned and worked out. For the purpose of this the design must have balance, rhythm, emphasis, unity, simplicity, preparation, harmony, line, shape and movement (2011, 81).

Ukono (2013, 42) describes principles of design: Layout is based on the principles of design. Design principles are basic rules that guide layout. Newspaper layout is therefore expressed in functional design. Some pre-layout decisions need to be taken before a page is laid out.

In principle, newspaper designers generate, test and refine ideas. As a process good design means assessing every concept for effectiveness by generating a concept, refining ideas through visual exploration and preparing rough layouts detailing design direction(s) (Jeffery; 2012, 25). Good design has a power to encourage readers' attention and designers to create an attractive visual pattern and give the newspaper a recognizable visual character by the consistent use of typographical style (Ven-hwei Lo, Anna Paddon, and Hsiaomei Wu 884).

Chege (2012, 45) states that newspaper design must have the following principal elements for its effectiveness. Page architecture is the most important consideration and it helps to reader's react favorably to a newspaper in which spacing is consistent between columns, headline and text, excellence in design means mastering internal space and giving information a cleaner look. Legibility is also another important aspect of newspaper design. As Chege argued that a well-designed newspapers do not create typographic obstacles for their readers. Headline sizes should be appropriate to their place on the page, so should be spacing between letters and lines to make reading easier. Surprise is the third important aspect for a successful page design helps to stop the reader and engages him. A page that includes an element of surprise a larger photograph, an original illustration, a different typeface, dramatic use of colour a new way to treat a familiar story delights the reader.

2.3 Definition of Front Page

Newspaper front pages defined as the gate of the newspaper and it is the face of a newspaper, which is built to attract the reader. It reflects a mood, especially through cover and teaser photos (Ukono, 2013,55). Front page helps to map the readers' visual activity. Kevin G. Barnhurst and

John C. Nerone defined front page in the professional lore as primarily visual, a shop window that gave a glimpse of the world (Barnhurst and Nerone; 1991, 801). The first page of a newspaper, front page is the most visited page and readers are highly engaged with it (Ukono; 2013, 54).

2.4 Values of Front Page

Forms of newspapers front page changed through time, fundamentally with the development of newspapers market competition and technological advancement of the print media. During the century, the newspapers in the study shifted from the complexity of the Victorian era to the simplicity of modernism. In this time, front pages became more organized. Barnhurst and Nerone stated that the 19th century dense random appearance newspaper front page prohibited and shifted to more spacious, more patterned appearance (Barnhurst and Nerone; 1991, 801). The contemporary front pages are far more tightly structured and sparsely populated; they also bear frequent evidence of the newspaper's concern to map the world for its readers. This remarkable change in front page appearance is rooted in journalistic and design ideas. The modern front pages seek to map reality for their readers (Barnhurst and Nerone; 1991, 804).

One of the values of front page is helps to map the reader. A soundly designed newspaper especially the front page can create a good visual navigation (Effective Newspaper Design). Many agreed on good designer presents information through a series of visual signals: headlines, text, photos, charts or graphs at a "glance." Most readers do not have time to read certain details unless they are drawn to them.

Readers' eye first and directly attached to the front page because it is the gateway of the whole newspaper. Based on this fact Holmberg says eye movements are an integral part of newspaper reading. During news reading continuous shifts in visual focus are required, and these attentional shifts are accompanied by corresponding changes in gaze position (Holmberg; 2004, 3). The previous argument of Holmberg magnifies the values of front page with readers' attention to get. A book Effective Newspaper Design stated that designers use boxes, color backgrounds, headline size and other "signals" helps to guide the reader through information.

For attention grasping, photographs also very important tool for effective front page. Good design may begin with, and revolve, around photographs. Many front pages also carry story digests for readers in a hurry (Ukon; 2013, 55). As Ukono says, one of the values of front page is declaring the top agenda of the edition. Research shows that editors should look at the heavy weights-headlines and visuals. Readers often see these eye catchers (2013, 53).

Layout and design handbook stated that today's readers expect editors to edit and guide them through a publication. This task of newspaper also shows the value of newspaper's front page. Most modern front page design and content selections planed in a creative way to promote what contents are included on inside pages.

Front page as a brand of a newspaper it includes identified colours, nameplate appearance, spacing and other graphics elements. In which readers' easily identifies what newspaper is he/she looks ahead of looking the nameplate. Actually, newspapers are one of the traditional means of advertizing many things in the world but one of the essential areas in which promote and build their brands are their face, front page.

By far the effect of front page design and content has a tremendous value for newspaper effectiveness. In which the circulation and readability of newspaper are highly depended on front page effectiveness. As many scholars agreed up on front page is not only the face of the newspaper but also it is the identity of the whole pages of the newspaper. Sentayehu cited Newspaper Primer (2005), and described front page it is the attraction site for the readers to look inside. Second, it serves as a display for the materials found in the newspaper. Third, it creates an identity for a newspaper (Sentayehu; 2006, 20).

2.5 Organization of Newspapers Front page

Coelho (2008, 1) described the organization of front page through time it becomes increasingly visual. Front pages look less dense than they used to be, have less text, more photos and colours and their front page layouts are organized according to the visual logic of the screen.

Use of photograph is essential for front page layout and design elements. According to Bucher and Schumacher cited (Lewenstein, 2000), visual elements such as photographs grab the eye first

in newspaper. This fact presented as an important factor for newspaper readers examined on eye-tracking study. Researchers find out one of the main findings of the Stanford-Poynter eye-tracking study on online newspapers was the thesis that there is “a strong preference for text over graphics as entry points” whereas in case of printed newspaper, visual elements such as photographs or information grab the eye first (Bucher and Schumacher; 2006, 358). Lo, Paddon, and Wu expressed the use of colour for the success of front page. Using colour on front pages is another characteristic of modern design and it enhances readability. These scholars cited Utt and Pasternack find a majority (56.5 percent) of American newspapers regularly use four-color photographs on the front page (Ven-hwei Lo, Anna Paddon, and Hsiaomei Wu; 2009, 886).

According to a book entitled *Towards a New Age Graphic Design* (2011, 82) classified layout in three categories: text dominant, image dominant, and image and text. Even though a layout is the play in placement of given text and suitable images on a given surface area, design also gives more room for creativity and serves as a base line for layout. Considering these points’ designers passed through different stages to improve front page organization. According to Sentayehu (2006, 21) cited *Integrated Publishing* (2003) commonly understood front page formats are two main divisions: traditional front-page design and contemporary front-page design. In these two main divisions we have also sub divisions of front page design.

2.5.1 Traditional Front Page Design

Formal balance design: in this design, the page is vertically divided into half. Each element to be placed on one side of the vertical centerline is duplicated by the same treatment of elements at the same point on the opposite side. In this type of design, there are two lead stories; both are usually of equal importance. Such kind of design creates an artificial look and modern editors considered it as ‘visually boring’.

Quadrant design: in this design, the page is divided into four quarters, and a dominant, eye-stopping element (picture or headline) is placed in each quarter so that diagonal quarters balance each other. In this type of design, the lead story is placed in the upper left-hand corner or the upper right-hand corner depending on which is being used as the final point of the page.

Focus (brace) design: in this design, the page is made up by placing headlines and pictures on the page to form a diagonal line from the upper left-hand corner to the lower right-hand corner. Then a strong typographical display is used in the upper right-hand corner for sharp emphasis. In this type of design, the lead story is placed in the upper right-hand corner. Focus design is useful when there is one story that outweighs any other in news value. It also is useful in getting readers to read through the page (Integrated Publishing, 2003).

Circus (razzle-dazzle) design: in this type of design, the page is made up by placing elements on the page so all elements scream for the reader's immediate attention. In this design, the page will not have specific focus of interest.

2.5.2 Contemporary Front Page Design

Modern front page graphic design has become popular since the idea and innovation competency increased. Idea for both content and design is a pillar for effective publication to communicate effectively and motivate the reader. As per to Jeffery AIDEA describes as follows;

A—attract their attention. Your design must attract the attention of your audience. If it doesn't, your message is not connecting and fulfilling its communication intent. Both the concept and the form must stand out.

I — hold their interest. Your design must hold the audience's interest long enough so they can completely absorb the whole communication.

D — create a desire. Your design must make the audience want the product, service, or information.

A — motivate them to take action. Your design must compel the audience to do something related to the product, service, or information (Jeffery; 2012, 33). In consideration of the above explanation contemporary front page design has become more creative through time and will continue so far. As per to Utt and Pasternack, most contemporary newspaper front page design fall in three formats that is modular, horizontal and single team design. The following front page formats are among the fashionable ones.

1. Horizontal design:

In this design, the page is made up by placing elements on the page so the majority of the elements present a horizontal display. In this type of makeup, the lead story is placed in the upper left-hand corner or the upper right-hand corner. It is characterized by large multicolumn headlines, large horizontal pictures, white space and odd-column measures. This format came about as a result of readability studies which indicate that readers estimate their reading time of horizontal copy blocks to be about half that of vertical blocks. Horizontal modules of headlines, copy, photographs and even the flag give the page a strong horizontal thrust.

2. Modular design:

Modular design pleasing blocks (modules) of vertical and horizontal rectangles are combined. Irregular story shapes are avoided to maintain this modular look. In this type of design, there are vertical boxes placed on the left and/or right side of the page. This box may contain teasers, a complete story or only a photograph and caption. Every block is contained in the same area so that the reader can identify where another block of related elements begins. It is the most popular graphic design especially for daily newspapers. According to Utt and Pasternack study in USA newspapers (2003), 95.3 per cent dailies use a modular format, which is one of contemporary front-page patterns (Sentayehu 2006, 20), (Ukono; 2013, 68). Modular design becomes more popular design by using colour photos; and that print front pages of newspapers tend to vary from day to day, but that the dominant photo tends to be placed in the middle of the page regardless (Knox, 2009, 60).

3. Total/Single Theme Design:

In this design, strong emphasis is placed on a single, important story or issue. Sentauehu (2006) cited Integrated Publishing (2003), and said single theme design may contain a large photograph covering the entire area, a single story and photograph, or dominant photograph with page reefers to major stories. In total/single theme design; strong emphasis is placed on a single, important story or issue. Total single team design gives simplicity for newspaper front page with strong visual impact.

4. **Grid Design:**

Any professional publication has a grid system. Many pages you see every day have a grid. You may not see it but it is there, holding up the design, establishing structure and guiding the page elements (Layout and design hand book; 2008, 20). Is a pattern of intersecting lines, forming rectangles of various shapes and sizes. Its intersecting lines are highly structured and carefully placed to divide a newspaper page into clean-cut, simple-appearing modules whose total effect is contemporary (Sentayehu; 2006, 22).

2.6 Content Selection of Newspaper Front Page

It is evident newspaper design does not think without the content. Based on the content editors have they are creatively looking to decide what kind of design to be used on front page. To shed light on the relation between reader and media the reception process we return to the concepts of attention and selection (Bucher and Schumacher; 2006, 351). A good designer varies the design in each issue in order not to bore the readers. At the same time, each page should try to resemble the previous editions so that the reader can immediately identify it (Sentayehu; 2006, 12)

A successful design also creates recognition of the newspaper. According to the arguments of Ukono (2013) front pages declares the top agenda of the edition. Most newspapers also open up their edition through cover stories in a better and appropriate design. Making the newspaper easier to read is the main purpose of designing it. By doing this designers always strive to make their newspaper easily readable and enables the readers to search the material faster, and as a result, it encourages the reader to read more of what is written (Sentayehu; 2006, 12).

Design and content should correlate to achieve a common goal, to be easily readable and to motivate the reader to read more. As Effective Newspaper Design (p45) states good design does not sacrifice content to form. It emphasizes information and communication over art and attempts to create a favorable environment for both.

Looking the number of stories appeared on front page is also another important consideration for front page content selection. The trend is toward fewer stories on the front page (Lo, Paddon, and Wu; 2009, 884). As per to Cage states that those fewer number of front page stories should come

up with a good design appearance. Excellence in newspaper typography and design is the integration of words with visual elements such as type, photography, colour illustrations, informational graphics and white space (Chege; 2012, 23). Bucher and Schumacher described the decision of content selectivity and its form in accordance with readers' perception. They stated that the question to what extent attention to media content is driven by the stimulus _ the form of news _ and to what extent it is driven by strategically controlled action of the recipient, is key in the discussion of selectivity (Bucher and Schumacher; 2006, 352).

2.7 Theoretical Framework of the Research

Theories are a set of statements or principles devised to explain some phenomena. Based on this scientific justification the research proposed to use theories that help to analyze newspaper impact for grasping readers' attention and how to make their front pages as a power house of the whole newspaper. According the objective of the study & its method; content analyses theoretical frameworks of previous related literature recognizes content selection and design aspect. Based on this Framing theory, theories of visual representation, reception, eye-tracking approaches are considered as a theoretical framework.

2.7.1 Framing Theory

Smith (2005, 14) described framing is the pieces of information included in a story, their position in the story, pictures, info graphics, or anything that contributes to content can have framing effects. De Vreese, (2004, 37-40) also state that frames are found at the first moments of television news and early sentences of articles in the newspaper and magazine. These points indicates that frame in newspaper define as the first focus of the story which appears on the front page of the newspapers.

Thus, headlines and subheads, opening and closing paragraphs are therefore very important frame indicators. Johnson Cartee, (2005, 173) further state that frames are found in the headlines and kickers (small headlines over the main headline), subheads, leads (the beginning of news stories), photo captions, photographs, concluding statements or paragraphs, source selection, pull quotes, logos, statistics, figures and graphs of a story (Tigest; 2007, 33). Most newspaper front

pages are highly competitive in this aspect. High professional design competency and news framing observed. Ideas, creativity and devotion exerted to make front page standardization by using framing concepts.

Reese, (2001) suggests every piece of information included in a story compounds to create a different picture of an issue or event than if the newspaper had included different pieces of information. Even if all of the same pieces are included in two different presentations, the way they are structured affects the way a reader processes the news (Smith; 2005, 14). Two reporters and photographers from different media houses has a great possibility of writing different stories and used quite different photographs from the same event, this is what the media houses frame the same content.

Kathleen (2004), states that a frame is a central organizing idea or a story line that provides meaning to an unfolding strip of events for making sense of relevant events and suggesting what is at issue given that not every angle of an event in the story is included or put in to attention in the media. Consequently some aspects of an event or issues become more dominant over the others. Considering this point newspaper front page is the most important place that the publishers put their top stories in which the editors frame stories to grasp their reader's attention first.

Frames tell more than what is significant and newsworthy. The selected frames indicate which opinions, interpretations, and definitions are more valid particularly in conversational issues (Pan and Kosicki, 1993, 68). In point of significance and news worthiness elements of a story front page is more deserved than inside pages. The most significant news story appeared at the front page of the newspapers, editors always try to frame the most significant and newsworthy issues placed in front page with suitable design to get more readability to their newspaper.

The frame is “the package in which the main point of the story is developed. When journalists frame an event, they activate the existing beliefs and understandings and they do not need to create them, though they are not often aware of whether they are framing a story or not writes McQuail, (2000). It shows how frames are understood among the audiences who have had their own prior understanding and beliefs. For Gitlin, frames are indispensable for communications;

they are the scaffolds for any credible stories (Gitlin; 1980). As per to Gitlin frame scaffolds stories, for newspaper front page it is also opens the the attention of the readers, grasps their eye to read. Through framing; news editors can communicate with the readers at what angle they try to sell the story.

Gilliam (2003) explains that frames are the “labels the mind uses to find what it knows.” Frames are a composition of elements; visuals, values, stereotypes, messengers which together trigger an existing idea. Gilliam says, they tell what this communication is about. They signal what to pay attention to (and what not to), they allow filling in or inferring missing information, and they set up a pattern of reasoning that influences decision outcomes. Framing, therefore, is a translation process between incoming information and the pictures in our heads hence takes very few words to trigger a frame (Gilliam 2003).

Lakoff (1996) in Tigest (2006), on the other hand, says frames are equivalent to optical illusions and are seen in terms of whether the glass is half full or whether the glass is half-empty. Thus it depends on the choice of people to see the same event or issue from the perspective of half full or half empty. Accordingly, people make different choices depending on how information is framed. It is an everyday job especially for editors; by looking things differently editors make their newspaper strong and identified with other newspapers. Most of the time from the same conference two newspapers makes totally different stories; it is a matter of framing stories according to their wish and motive to communicate with the readers. This is what the journalists should going to do practiced more the editors encouraged to do such a different thing by their reporters. Most of the time the flip side of the story is rejected, but it is better to frame stories on the other side differently.

Mc Quail says this second meaning of frame is related with agenda setting. Based on this idea McCombs, and Shaw, (1972), define frame as the selection of- and emphasis upon- particular attributes for media agenda. As to these authors, it is useful to place framing in agenda setting context for it unifies scattered concepts of framing by differentiating it from other attributes. Further it helps to address emphasis and tone used in media content and their effect on audiences (McCombs, and Shaw, 1972). Kensicki, (2004), writes though readers often forget specific elements of media stories, they retain general impressions that later become integrated in to their

perception of the world. News is an authoritative version of reality that specializes in “orchestration everyday consciousness by virtue of their occurrence, accessibility and their centralized symbolic capacity” (Kensicki, 2004).

Showing the above arguments framing as a theory is a standing point, newspaper front page news selection and design conceptually analyzing. Because framing deals with content selection and its appearance on the page, it defines how editors’ frame the angle of a story and define how the story presented and gives the desired meaning to the audience, through text, pectorals, headlines, graphics and even placement of the news stories.

2.7.2 Media Reception

Jurgen and Schumacher stated newspapers as a medium are source of information in which people get credible news has an impact on news selection, with consequences for agenda setting, the fragmentation of media audiences, and public opinion (2006, 1). It is also described as a nonlinear media in comparison with radio and television, which opens a much greater variety and more self-determined pattern of reception.

Reception by itself was examined within an action-theoretical framework and therefore described as a form of interaction between recipient and the media. Renckstorf and Wester (2004: 55) cited by Jurgen and Schumacher reception as a frame work described newspaper readers interpret media message on the bases of their own objectives, values and plans, and then_ more or less carefully construct their external actions. On a base of this theoretical frame work, media reception is an active process of selection. Based on our objective of the study the level of this active process of selection may vary from different newspaper types and content that received by the readers and interpret according to the readers own perspective (Jurgen and Schumacher; 2006, 349)

Newspaper readers are exposed to a wide range of visual cues, as per to Barnhurst and Nerone (2001, 22) which helps to signal the relevance and hierarchy of topics and stories. From this point of view newspaper front page design has a function of mapping and helps the reader to increase interactivity with media content.

2.7.3 Eye-tracking Movement

Prior to this research in abroad eye tracking research has done, to examine the interaction between media and reader. Researchers used tested the patterns of eye movements by measuring the eye movement patterns through a material assisted experimental way. In our case eye tracking movement conceptual framework has been used to testing of design factors applied to newspaper reading (Sternvik, 2003). Harcia and Stark (Cited; Holmberg 2004, 5). Eye movement measures have proved to yield behavioral metrics and eye movements during newspaper reading has emerged as an experimental paradigm in which newspaper design can be tested for usability.

According to Holmberg a good newspaper layout should convey a hierarchical sequence of entry points that enable readers to stop scanning and start reading. In our terminology visual cues generally translate into design factors (Nils Holmberg 2004, 5). Eye movement research has long been used to investigate the reader's patterns of selection and attention with regard to questions of how to design newspaper pages (Garcia and Stark, 1991; Küpper, 1990). Understanding concepts of front page design and content targeted to take the attention of a reader it helps to map one to other content. The theoretical background of the relations between eye-tracking, and readers perception are seldom related (Jurgen and Schumacher; 2006, 350).

Donsbach argued that selection as concept defined as a three-dimensional which encompasses attention, perception, and retention, all of which have a selecting function (Jurgen and Schumacher; 2006). Selective attention determines to what stimuli perception is addressed. During selective perception, it is decided how information will be processed and stored. Selective retention is the process in which cognitively perceived and processed information is once again selected for recollection.

The above three dimensional processes of selection has important factors for understanding a front page for conveying a message. Such a cognitive measure should pass through two level of factors low level and high level factors. Low-level factors such as contrast, color, motion, or grouping can help to explain scan-paths during orientation and scanning periods in the first phase of exploration of a media stimulus. During deeper cognitive processing of media stimuli, that is, when interpretation and integration of information is carried out, high level factors come into the

focus of attention, that allow, e. g., recognition of visual objects and text (Jurgen and Schumacher; 2006, 353).

CHAPTER THREE

3. RESEARCH METHODOLOGY

As discussed evident in previous chapters, this research deals with impact of newspapers' front page content selection and design for readability. The research does not pretend to give a detailed description of the Ethiopian newspapers' front page designs and contents rather it makes a sample study of *The Ethiopian Herald* and *The Reporter* English as case study. This chapter discusses research methodologies; methods and data-gathering techniques of the study. It also discusses the research design and data analysis procedures the research has employed vis-a-vis the theory discussed in chapter two. The methodological approaches have been discussed in line with the theoretical framework and their relevance to the goals and aims of the study.

3.1 Research Design

Several studies use different types of research designs that vary across several fields of study. In social science, research designs are generally classified as exploratory and descriptive. While exploratory allows researchers to explore issues in detail and to familiarize with the problem to be studied, descriptive research design helps to describe an event to provide a factual and accurate description of the population being studied and provide conclusive results used for decision-making (Singh, 2007). Based on the essence of inevitable linkage between time and change, Ruane (2005) classify research designs as cross-sectional and longitudinal. Cross-sectional research addresses facts at a single moment in time whereas longitudinal research collects data at two or more points in time (Ruane, 2005). For the purpose of this study, we employed both exploratory and descriptive, as well as cross-sectional research designs along with quantitative and qualitative approaches.

3.1 Subjects of the Study

The Ethiopian Herald

The only English daily (except Monday) newspaper *The Ethiopian Herald* is established in 1943. This state owned newspaper is one among the five publications of EPA which include *Addis*

Zemen a daily Amharic, *Barisa* a weekly Afan Oromo, *Al-Alem* a weekly Arabic newspapers, and *Zemen* a monthly Magazine. The Ethiopian Herald editorial team is structured under the foreign language department which is lead by one foreign language department Chief Officer. The Chief Officer is directly responsible to the Press Deputy Chief Executive Officer, who is in turn under the CEO.

The Editor-in-Chief of *The Ethiopian Herald* leads the editorial contents of all the six days publications. Under him are six deputy Editors-in-Chief, who are structurally assigned with editorial responsibility for the respective days, leading seven team members for each day. This new structure was applicable since November 2018. The Newspaper entertains local and regional news on socio-economic and political issues. Usually, staff reporters mostly produces local news.

It has also different daily as well as weekly columns and pages: Editorial, opinion/politics, development, and society are the daily permanent pages of *The Ethiopian Herald*. In addition, the newspaper has permanent weekly pages which include sport, herald guest, and school at a glance, gender, art and culture. According to Marketing Development and promotion section of EPA, *The Ethiopian Herald's* circulation is between 10,000 to 12,000 copies.

The Reporter

The Reporter, an English language newspaper, is one of the few privately owned English language newspapers in the country. It is a weekly newspaper published on Saturdays by an Ethiopian based private limited company called Media and Communication Center (MCC). MCC, which was established in 1995, also publishes Amharic language newspaper *Reporter* and the *Ethiopian Yellow Page*. *The Reporter* English was first published in 1996 which is a year later to the then weekly (now bi-weekly) Amharic language newspaper.

MCC, which is a publisher company of both *The Reporter English* and *Reporter Amharic*, has its own separates staffs for each publication. *The Reporter English* has its own Editor-in-Chief, and under this there are editors and reporters; reporters makes local as well as international news. But it gives much weight for issues of national concerns. Both the local and the international news are made by staff reporters.

3.1 Sample and Sampling Procedures of the Study

Newspapers Sampling

The study purposively selected Sample newspapers from Saturday editions of both newspapers. Between January 1st and September 3rd of 2018, 36 copies of Saturday editions from each, making a total of 72 editions were selected as samples for the study. Saturday editions purposively taken as a sample, because unlike the daily, *The Ethiopian Herald*; *The Reporter* English is published weekly on Saturday. That was designed so as to make a perfect comparison of especially news selection element of the two newspapers in the study. That would help to evaluate how those newspapers frame their editorial contents, and how they have designed and placed them in the front pages? To answer those questions, the researcher has relied on the section of the Saturday editions.

Purposively big news making events and cases happened during sampling in order to take sample newspapers. At this time, publishers are eager to sell big stories with a highest circulation and readers have a higher tendency to read newspapers.

As the experience in Ethiopia indicates, when the political situation becomes more interactive, types of local newspapers and number of copies increase. This is more visible particularly during election time. This proves how the power of the content and design is a factor for newspaper readability. Thus, in this study big stories such as the 17 days long EPRDF Chief Executive committee meeting and the press release that announced the resignation of former prime minister Hilemaryam Desalgn; the successive EPRDF Council Meeting; as well as the appointment of the new chairman, the election of the incumbent Prime Minister, Dr. Abiy Ahmed. So that such kind of happenings or issues have purposively been taken as sampling spots. Thus, the study intended to assess how the two newspapers frame such stories and how they design them on their front pages.

Publication times of sample newspapers are covered from January 1st to September 3rd, 2018. Between the nine months in between, major changes at the country level happened and many political situations occurred; that was just three months before the new Prime Minister appointed and took office. During those nine months, the country was in a transitional period and it was a

favorable arena for the media to produce new and fresh content. It is also a better time for taking sample stories so as to avoid potential conflict of interest with the researcher, as a staff of EPA.

3.2 Data Types and Data Gathering Techniques

For the purpose of this study the researcher used both quantitative and qualitative data, which were collected from both primary and secondary sources. The primary data were directly collected from sample respondents using Key Informant Interview (KII) and Focus Group Discussion (FGD) applying some semi-structured guide, so as to assess the perception of newspaper readers as well as editors on the effectiveness of front pages of *The Ethiopian Herald* and *The Reporter* newspapers. Secondary data of the study on the other hand includes reviewing of the two selected newspapers published within a limited period of time, specifically from January 1st to September 3rd 2018. This also includes some statistical information gathered from different documents, reports, books, articles etc. based on document analysis and literature review.

1. In-Depth Interview

In-depth interview as a data collection tool designed to discover underlying motives and desires of the participants of the study. Because of this fact, in-depth interviews were carried out with two managing editors, two editors-in-chief, two senior news editors and four graphics designers from both *The Ethiopian Herald* and *The Reporter* newspapers. It is an important tool that assists in the elaboration of data concerning respondent's opinions, values, motivations, recollections, experiences and feelings (Wimmer and Dominic; 2006, 135).

2. Focus Group Discussion

FGD is taken as a tool for gathering data from newspaper readers. As a tool, it helps to conduct unstructured interview from newspaper readers and helps to get readers view about the impact on newspaper front page for a successful newspaper. In this research, the scope of the study or main focus of the research in which textual data is collected from *The Ethiopian Herald* and *The Reporter* front pages. To evaluate and compare and contrast the data through readers perspective two groups of readers designed for discussion. One is readers in cafes and the second is a group

of readers in offices. The reason behind for designing these two group of readers for a FGD is because of the reality that usually in Addis Ababa local newspapers are read on some prominent cafes, and government and private offices. These two focus group discussions helps to triangulate the fact that which front page is designed very well and evaluate which content matters to the readers.

3.4 Methods of Analysis

To analyze the data, the study employed both quantitative and qualitative analytical methods. 72 sample newspapers analyzed quantitatively, whereas the qualitative analysis method consists of content analysis, including data classification, interpretations, comparisons and arguments, the quantitative analyses of the study includes descriptive statistics like percentages, frequency tables, and graphs.

The exclusive method of this research is qualitative method. Content analysis and in-depth interview techniques were used to collect and analyze essential data for the study. According to Holsti (1969), content analysis also called textual analysis is a standard methodology in the social sciences on the subject of communication content.

Content analysis consists of analyzing the contents of documentary materials such as books, magazines, newspapers and the contents of all other verbal materials which can be either spoken or printed. Content analysis prior to 1940's was mostly quantitative analysis of documentary materials concerning certain characteristics that can be identified and counted. However, since 1950's content analysis is mostly qualitative analysis concerning the general importance or message of the existing documents (Kothar; 2004, 110). On the other hand, in-depth interviews were tape – recorded and note taken. The recorded data transcribed and translated into English and analyzed by grouping similar responses and concepts together for this approach thematic coding method of analysis employed, (Bryman; 2004, 410).

Content analysis is also a technique used for gathering and analyzing the content of a material. According to deacon *etal.*, (1999), it refers to any message that can be communicated in forms of words, pictures, symbolic ideas, themes or meanings. The qualitative content analysis would also help to identify the encoded message elements of the media tools content. Having this concept in

mind, this research assessed and evaluated front page content selection and design of the two newspapers (*The Ethiopian Herald* and *The Reporter*) and impacts on their readability. To achieve this objective textual data, in-depth interviews and FGDs used to collect primary and secondary data. The study also applied content analysis or textual analysis methods for the analysis and interpretation data collected using different techniques and sources.

CHAPTER FOUR

3 Data Presentation, Analysis and Discussion

As described in detail in the previous section (Chapter 3) of the study both qualitative and quantitative data collected using analysis/reviewing of 72 sample newspapers from *The Ethiopian Herald* and *The Reporter* English front pages; and using FGD and KII on selected issues. Thus, based on the data collected from sample newspapers and sample respondents, in this chapter we are going to analyze and discuss issues related to the impact of front page content selection, layout and design on newspaper readability in accordance with the specific objectives of the study. As a result, the following section will describe and analyze front page news selection, layout and design practice of sample newspapers.

4.1 Front Page News Selection and Design Practice

4.1.1 Types of Front Page Design

Several types of designs have been used in designing the front pages of newspapers. As Jeffery (2012, 33) described since the competency of idea and innovation increased, modern front page graphic design has become popular. As per to him the concept **idea** in newspaper design includes; attract, interest, desire, and action to communicate effectively and motivate the reader. Hence designers to attract readers interest and enhance their desire to take an action to read; designers create and used several design formats. However, most of the contemporary newspaper front page design commonly follows three types of designs, such as modular, horizontal and total/single team designs. In this regard, the sample newspapers included in the study, *The Ethiopian Herald* and *The Reporter* used contemporary newspaper front page design formats and others.

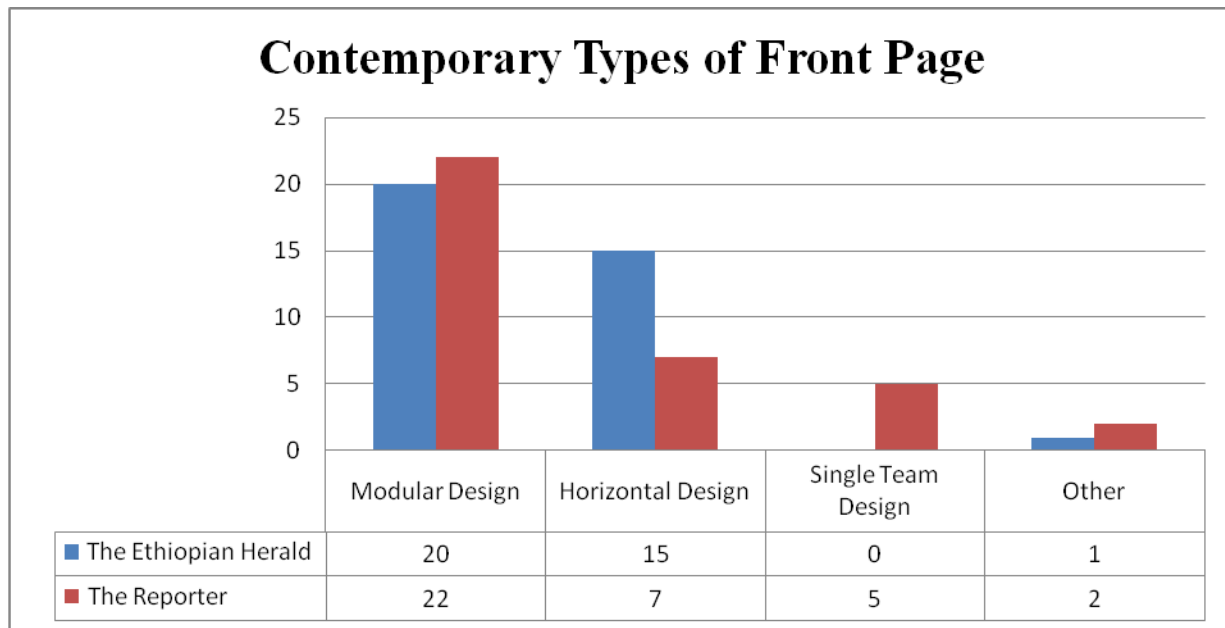


Figure 1 Types of Front Pages

According to the data presented in Figure 1, among the total of 72 selected sample newspapers, 42 (61%) of the newspapers' front page is designed applying modular format, in which 22 of them were from *The Reporter* newspapers and the remaining 20 were from *The Ethiopian Herald* newspapers. In its standard 'Modular design' format gives more emphasis on lightness, white space, horizontal organization of text, and use of rectangular packages for front page layout of newspapers (Keith; 2015, 54). The design is highly flexible and uncluttered, and it also gives the editor a wide range of formats for creating visual impacts.

Despite the fact that majority (61%) of *The Ethiopian Herald* and *The Reporter* sample newspapers applied the contemporary modular design format, their front pages are not appealing to read. The FGD result of the study that reflects participants' view on some selected samples from both newspapers also confirmed this. Accordingly, one of the FGD1 discussant strongly disagreed on the attractiveness of *The Ethiopian Herald* front page, which was designed using modular format. The discussant argued that the front page is filled with a dense texts and small rectangular photos. However, in the case of *The Reporter*, majority of the FGD participants agreed that its front page design is relatively better attractive than *The Ethiopian Herald*, though its modular format lacks white space that serves as a breathing area/space for the eye of readers. Similar to the FGD participants' reflection, designer Peter Palazzo who was known to prefer

working with white spaces, large photographs and unconventional type, argues that newspapers front pages should design with enough white space to give lightness and large photographs' to build emphasis on the content (Chege; 2012, 22).

On the other hand, relative to modular design, the use of horizontal front page design by both sample newspapers (36 *The Ethiopian Herald* and 36 *The Reporter*) is small. The result indicated in Figure-1 shows that only 22 (30.5%) of the total 72 sample newspapers used Horizontal design format in designing their front pages. In this case, only 7 of *The Reporter`s* and 15 of *The Ethiopian Herald* used this design. However, the use of contemporary Total/Single team front page design and other front page formats are very rare in the selected sample newspapers of the study. While 5 (7%) newspapers (only from *The Reporter*) and 3 (4%) newspapers (from both newspapers) employed the contemporary Total/Single team design and other designs respectively for their front page. In sum, the data presented in Figure1, indicates that Modular and Horizontal designs are the most used design formats in both *The Ethiopian Herald* and *The Reporter* respectively whereas, single team design also used in *The Reporter* newspaper only.

According to Sentayehu (2006), in total/single theme design, strong emphasis is placed on a single, important story or issue. Both emphasize simplicity with strong visual impact. In this case when newspaper houses get controversial or big story it is better to use total/single team design than modular or horizontal design because it gives more emphasis on the page. And helps to communicate with readers, editors can convey a message by putting a single story on newspaper front page "this is what a big story that we have in this edition" via a single team design format. Through presenting stories with large photograph (or info graphics) covering the entire area, a single story and dominant photograph designers easily grasp the attention of readers.

Making appropriate decisions of using front page format requires understanding of their proper functions on the part of newspaper designers and editors. Regardless of their frequency of use, both Modular, Horizontal, and Single team designs are used in *The Ethiopian Herald*, and *The Reporter* newspapers, whereas the results of the study indicated that the editors and designers of these newspapers do not have enough knowledge and skill in applying contemporary design formats in the front pages of their newspapers.

According to the KII made on the questions *what type of front page design is more convenient to enhance the newspaper readability?* KII of the study, including content editors of both newspapers responded that they do not give attention on the type of design rather they give priority for news selection. In addition to this, design editors also expect the final material from content editors so as to incorporate the necessary materials on a page. On the other hand, key informant design editors from *The Reporter* did not even directly name the type of front page design they use for their newspaper, which is modular format, rather they tried to elaborate about it.

With a relatively similar study with this research by Lo, Paddon, and Wu, (2000) indicates that in Taiwan prior to 1988 majority of the front page stories were non modular. After 1988, most front-page stories (62.7%) were modular. In our case 61 % of sample newspapers, front pages were designed by modular format. In this regard, the number of copies with modular design seems good, but their appearance was not appealing; in fact, this drawback of front page was identified by another research, which was conducted a decade ago. Sintayehu stated that in *The Ethiopian Herald* and *The Reporter* modular design front pages have many stories, and separated by column and cutoff rules. It is difficult to identify the lead story of the day from other stories. The headlines of most of the news stories were written with almost equal font sizes.

On the contrary, in response to the interview question of *How they choose front page design formats?*, KII RD1 from *The Reporter* explained that

“After we receive final selected front page content from content editors, we [designers] prepared different sample front page designs and discussed with content editors, thus the final decision goes to the Editor-in-Chief”.

From *The Ethiopian Herald* another KII HE2 describe *“I don’t understand even what the concepts of front page design format means; we are just preparing the format by putting headlines, photographs and texts immediately when the editorial content received”.* Even regular discussions with design editors were not made, which usually did by *The Reporter* staffs. In explaining how and when they used to make decisions on front page design formats, HE1 respond *“we just follow our own long established tradition that we, primarily the editor-in-chief and his deputy decided on the priority of news, but when we come to design when I told*

designers to start the news with a photo, for example, the designers refuse me on the ground that the house style does not allow them to do so”.

On another study conducted by Sintayehu (2006, 48), mentions the work flow on front page news selection and design between editors and designers.

When it comes to the process of selecting news and photos for the front page, it is almost the same in The Ethiopian Herald and The Reporter newspapers. In The Ethiopian Herald, for example, first the editorial board has to decide the stories for the front page and then the night news editor selects the photos. After that the night news editor will draw the intended design, which includes the place of stories and photos on the sketch (demy). Then based on the demy the secretary puts stories and photos on the real paper designed on the computer. Similarly, in The Reporter, the news editor and deputy editor in chief sketch the intended design of the front page in the demy after the type of news and photos as well as their placement are decided by an editorial group led by the deputy editor-in-chief. Then, based on the demy, the designers put stories and photos on the actual newspaper designed on the computer.

In this research unlike from Sintayehu; news selection and design format decision in *The Ethiopian Herald* case makes little change. Front page news selection decided by the Editor-in-Chief and after selecting the content majority of design work is finalized by the designer. In the case of *The Reporter* unlike Sintayehu’s finding, after front page sample designs were prepared by designers, content editors including the Editor-in-Chief, designers and photographers discussed on the samples, makes corrections and finally the Editor-in-Chief decides.

4.1.2 Impact of Front Page Design on Newspaper Readability

Front page is an essential element of the newspaper since its appearance sells newspapers; it needs variety of appearance to become more readable. Technically modular design and horizontal design gives the editor a wide range of formats for visual impact by giving high flexibility and enables creativity (Ukono 2013). On the other hand total/single team design also essential to give emphasis by presenting one story with big picture and supportive elements.

Understanding of practitioners on the concept of front page design formats and their decisions to apply variety of formats affect the quality of their design and readability of the newspaper. Accordingly, FGD2 participants reflect that different designs applied in both *The Ethiopian Herald* and *The Reporter* newspapers affects their attention and initiation to read. They also commented that front page design of *The Ethiopian Herald* is not attractive and *The Reporter's* design is relatively better. One of the FGD2 discussant describe “*I might not be professional in the area and I may not have enough knowledge to understand how good front page designs are prepared, but in my perception I found bad design which doesn't make sense on The Ethiopian Herald, which does not appeal me to read.*” however, another participant from FGD2 appreciated *The Reporter's* front page design, which is better to motivate her to read the newspaper, but sometimes *The Reporter* also contains dense texts especially when it incorporates three and more stories in its front page.

General, the study findings from KII, FGDs and sample front pages shows that front page design of a newspaper have a great effect on reader's perception and creates high visual impact. Consequently, its meaning and effect is exceptionally important, and cannot be ignored in order to enhance the readability of newspapers.

4.1.3 Front page News Selection

Every single element, even the smallest element of a newspaper page can affect the perceptual and cognitive processes as well as the visual impact on newspapers readability (García, 2019). Considering Garcia's point, one of the informants from FGD1 discussed that “*I thought in Ethiopia designers practice is not bind by professional principals, we have seen a junk of unwanted materials on front page and also lack of essential organization of page*”.

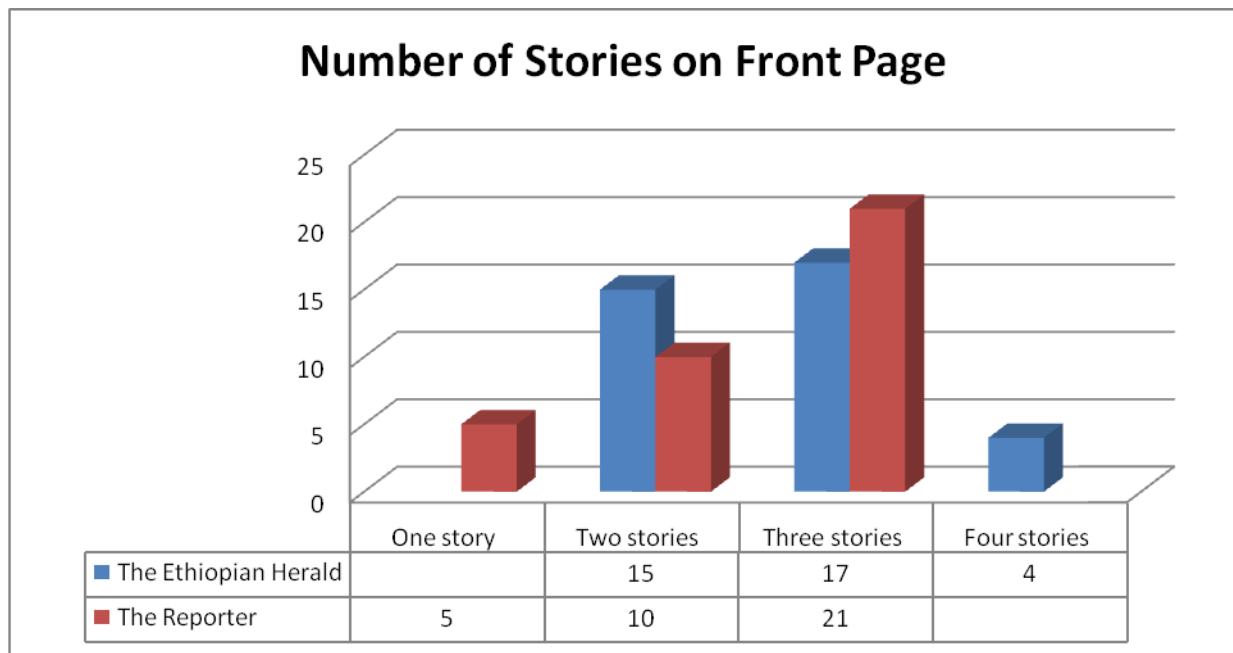


Figure 2 Number of stories on front pages

The number of stories appear in newspaper front pages is very important for the quality of the newspaper. Principally front pages declare the top agenda of the edition (Ukono, 2013); it is also known as cover story of the edition, which should appeared with appropriate design and placement on the page (Sentayehu, 2006). In terms of number, stories appeared on front page is a very essential task for practitioners' on content selection. As per to Lo, Paddon, and Wu (2009) the trend is toward fewer stories appeared on the front page.

In this study, analyzing 72 total sample newspaper front page stories, 38 (55%) front pages appeared with three stories at frontlines, whereas 25 (34.7%) newspapers published with two stories at front pages. According to the data presented in the graph, both *The Ethiopian Herald* and *The Reporter* newspaper used two or three stories at front page dominantly. But *The Ethiopian Herald* never came with one story at front page, nevertheless four front pages found with four stories. In contrary, *The Reporter* has not used four stories on front pages at all but appeared five times with one story.

According to the principle that Chege (2012) argued, front page stories should come up with fewer in number and with good design. Even if it is difficult to determine exactly how much `fewer in number` is, the practice in *The Ethiopian Herald* is not convenient when it appears

with four stories. Whereas KII HE3 argued that “*for the reason that of its priming area for readers front page should contain more than six stories, but because of lack of journalists we are limited up to six stories only*”. Even though *The Ethiopian Herald* never come up with six stories on its sample front pages, HE3 suggests that better to negotiate with ENA and increase number of stories. On contrary to HE3 comment, FGDs participants’ agreed on if stories are more relevant than the other it may appear on front page with two or three in number, but they don’t look congested and junk page.

Chege describe that front page has to be enlighten, simple and used creative design with big agenda of the edition to motivate readers. Excellence in newspaper typography and design is the integration of words with visual elements such as type, photography, color illustrations, informational graphics and white space (Chege, 2012). The practice of *The Reporter*, in which using one story presented on front page enables designers to give impression on readers desire to scan and map to the inside pages with illustrations, indexes, caption stories and info graphics. KII RE2 from *The Reporter* stated they prefer to select regularly two and sometimes three stories on front page. When special agenda or big event has covered by journalists who are working on their In-Depth department [MCC have in-depth department, which covers the In-Depth column of *The Reporter*, produced in-depth analysis] they used total team design format with one big story.

As the data indicates sample newspapers from *The Ethiopian Herald* and *The Reporter* used two or three stories on their front page, which is the average practice for both. Above all the practice of *The Reporter* is much better than *The Ethiopian Herald*; it creates variety in accordance with news selection for its front page. The binding principle for news selection and deciding number of stories for front page should consider readers’ perception, to enhance newspaper readability. Bucher and Schumacher described the decision of content selectivity and its form should be done in accordance with readers’ perception. They stated that the question to what extent attention to media content is driven by the stimulus, the form of news, and to what extent it is driven by strategically controlled action of the recipient, are key in the discussion of selectivity (Bucher and Schumacher; 2006).

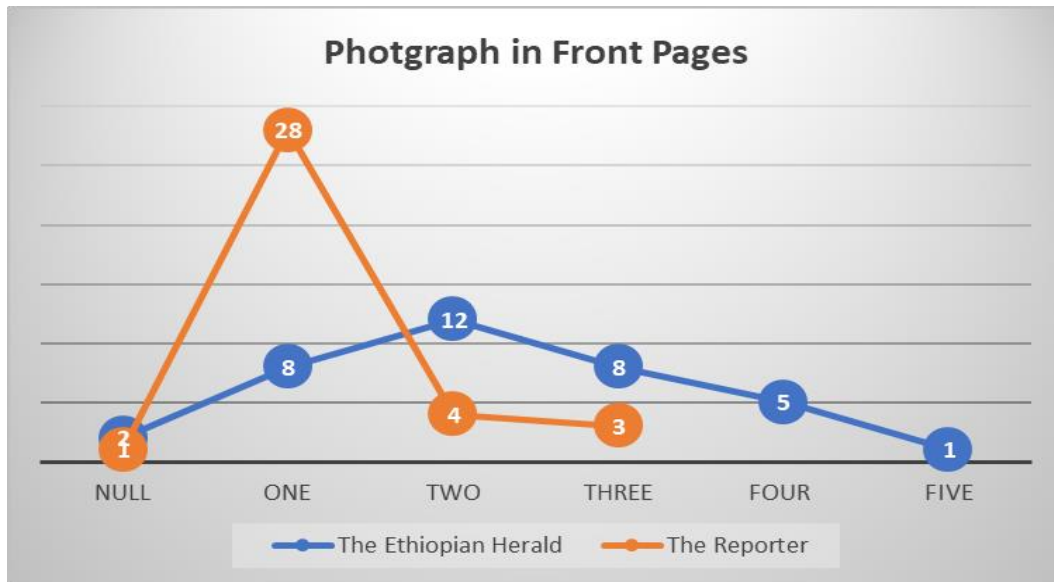


Figure 3 Photograph in front pages.

Large pictures and headline are readers' entry points to the newspaper pages, thus adding a visual element makes the stories more likely to be read. Newspaper front page layout, headline and photographs are important factors that determine the level of attention given to the newspaper (Quinn, 2002 & White, 1982). Among 72 samples of *The Ethiopian Herald*s and *The Reporter* newspapers, 36 (50%) front pages were published with only one photo, 16 (22%) newspapers were published with two photographs in forefront. *The Ethiopian Herald* newspaper has a bent of using more than one photograph. Out of 36 *The Ethiopian Herald*, 27 (75%) are printed more than one photograph in front pages. Whereas in *The Reporter* newspaper, 28 (77.7%) times the newspaper published with only one Photograph. *The Reporter* came without photograph one time in front pages, rather it used info graphics.

Usually the majority newspapers used one large image for front page cover story; most newspaper readers first look at large images, usually photographs and their captions. In Schnelbach and Wyatt's (2005: 5) states, "nothing attracts attention and provides insight better than a good photo". Considering this concept *The Reporter* used 77.7 % one dominant photograph from the total sample newspapers, on the contrary *The Ethiopian Herald* as Figure 3 shows 75 % of front page used more than one photo, from 36 sample front pages 14 of them were used three to five photographs'. Among 36 sample newspaper of *the Ethiopian Herald* April 7 edition front page contain five small photos with two front page stories. June 2 edition of

The Ethiopian Herald was containing two stories with four photographs on its front page. These small rectangular, close look photos on human face inserted on a five column front page with dense text appeared and other editions of *The Ethiopian Herald* usually with two stories and three photos. The practice of *The Ethiopian Herald* is not advised, because it destructs the eye tracking movement of the readers usually enter the page through the dominant photo and then move to a prominent headline or another dominant photo (Kenneth and Constanze, 2005).

EPA`s production department head discussed that, “*we have four senior photographers they take shots from actual events and interviews, we have also long lasting archive which contains historic photographs, but our photo selection practice is not in a proper and professional way. Most of the time we used photos by asking the interviewee to send for us, finding a person’s photo from his tweeter and face book account. Often times we used such an ID card like photographs which does not add meaning for the story*”. Such unconcerned photo selection for front page weakens the impact of the newspaper readability, reduces the intent readers towards reading. Samuel’s research (2006, 29) also found out, similar finding with this research at large proportion *The Ethiopian Herald* photographs are portraits taken above the shoulder focusing on the face of the person photographed.



Figure 4 The Ethiopian Herald Issue of April 7

During discussion, one of the participant`s on a FGD1, looks his photo from sample newspapers of *The Ethiopian Herald* in April 7 edition [see Figure 4], he was amused and remembers where they taken from, it was picked up from his twitter account. The small cropped photo adds anything for the story, the group discussed such kind of photos were not appealing to read the newspaper. According to KII at EPA, HD2 blames producers and content editors who are focusing on their textual work only. As per to KII, they doesn`t care about the use of photos obviously we are asking them to give photos to the story fitted, but when dead line comes they are searching to get image of source person without considering whether the picture makes story or not.

According to Bucher and Schumacher, visual elements such as photographs should add something additional to the story and grab the reader`s eye first. This fact presented as an important factor for newspaper readers examined on eye-tracking study. Eye tracking study approves visual elements such as photographs or info graphics grasp the eye first (Bucher and Schumacher; 2006, 358). In this study FGD1 and FGD2 participants arguably says, usually front

page photographs motivate them to read newspapers, in this case *The Reporter* uses story telling photos with caption stories on its front page, rather *The Ethiopian Herald* use unfitted pictures to the story. Previous study (Sintayehu; 2006, 44) approved that in 2000 *The Ethiopian Herald* front pages were published with too many stories without a dominant photo. As if looks progressive from sample front pages few edition contains dominant photos, but still selection of photos lacks story telling capacity to enhance the impact of front page for newspaper readability. Smith (1999) points out that, photographs are important for two reasons. Firstly, it provides visual relief; secondly, it provides visual evidence of an event happened having perhaps some detail of the event.

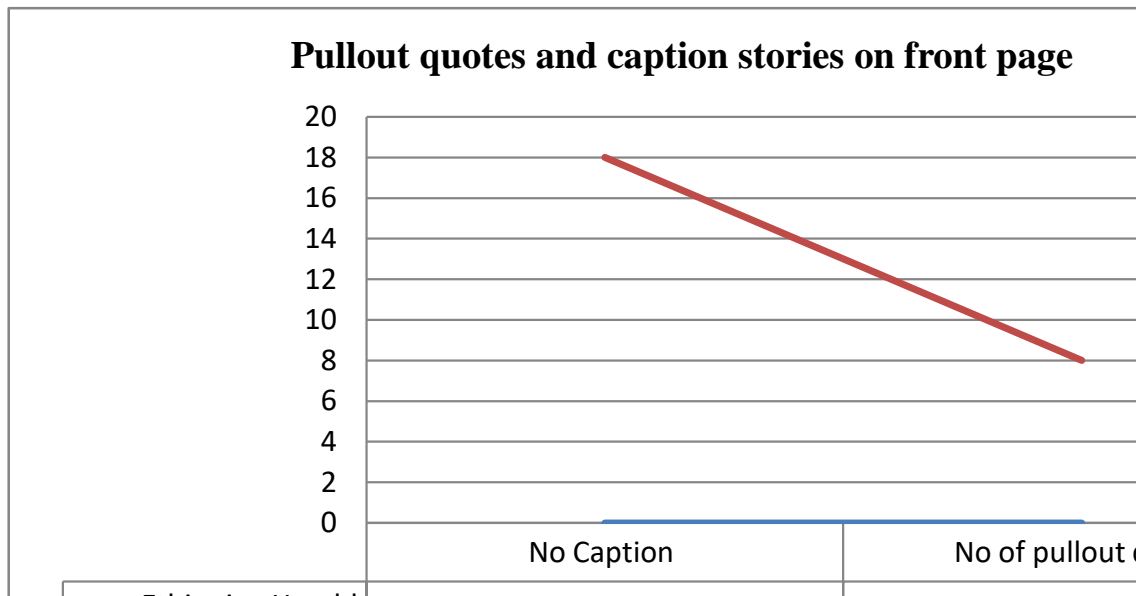


Figure 5 Pullout quotes and caption stories on front page

Lift-out or pullout quote is one of the design elements that bring visual power to the page. Pullout quote is a display element which is used to attract the reader and to break up long blocks of text. The effect of pull-quotes depends on their attractiveness, both visual and textual. According to the data brought from 36 sampled newspapers, *The Ethiopian Herald* has never used pullout quotes in its published newspapers front pages. However, *The Reporter* newspaper used pullout quotes eight times only in 36 publications.

In a broad terms, out of 72 newspapers majority of them 64 (89%) never used pullout quotes in their front-page design. Of course it is not usually used in front page, *The Reporter* appears 8

times in sample front pages. In contrary pullout quote is one of the contemporary design element of front page that used to insight the reader about the content in side. Comparing the two newspapers front page *The Ethiopian Herald* used more typographic textual presentation with small size photos, rather *The Reporter* used one dominant image and info graphics; in this regard *The Ethiopian Herald* might be expected to use graphics elements like pull out quotes to break its long blocks of texts and enhance its readability by creating visual effect to the readers. But the practice is far from this fact, *The Ethiopian Herald* nothing to use pull out quotes in its sampling size, where as among total 36 sample publications of *The Reporter* only 8 (22%) newspapers used it. In the case of two newspapers the use of pullout quote was almost null, which in turn contributes in weakening the readability of these newspapers. As per to Kenneth Holmqvist and Constanze Wartenberg (2005) the pullout quotes are introduced into texts for the very reason to attract attention during scanning.

For scanning and enhancing motivation of newspaper readers caption stories have greater impact readability. News pictures need to be able to tell the news. Even when they tell it well, though, there are things which no picture can do for itself. Pictures generally cannot answer all the questions who? What? Where? When? Why? and How? The job of the caption is to help readers to understand what they can see in front of them. Therefore, it is a very important element of a front page, which directly goes with photograph feature in a front page.

Results of the study shows that *The Reporter* newspaper used caption stories for its sample newspaper front pages, however, the practice is not customary, only 18 (50%) of 36 total samples used caption stories for the photographs in their front pages. On the other hand, sample newspapers of *The Ethiopian Herald* did not use any caption story at all, and caption stories of sample Reporter newspapers did not fulfill the standard. This indicates that both sample newspapers were not applied or properly apply the standard caption story in designing their front pages in order to attract readers' attention.

In this regard, FGD1 participants described that caption stories are essential to enhance their motivation to read. One participant explained, "*I usually scanning newspaper front page through photographs, if there is inviting photos on newspapers front page after scanning I used to start reading on caption stories*". A KII RD1, "we are using caption stories which are needed for

especially selected pictures, not for using captions for all pictures”. The intent of designers for using caption stories was to describe the fact that what is behind the picture seen on the page.

“Good photographs have unique storytelling ability, but they are most effective when accompanied by some explanatory text” (Integrated publishing, 2003:3). Garcia (2002) also informs that next to headlines and photographs, captions can capture the most attention on a newspaper page. Captions, according to Schnelbach and Wyatt (2005), are generally set in a small but easy to read font below, beside or above photographs which has a great impact on newspaper readability.

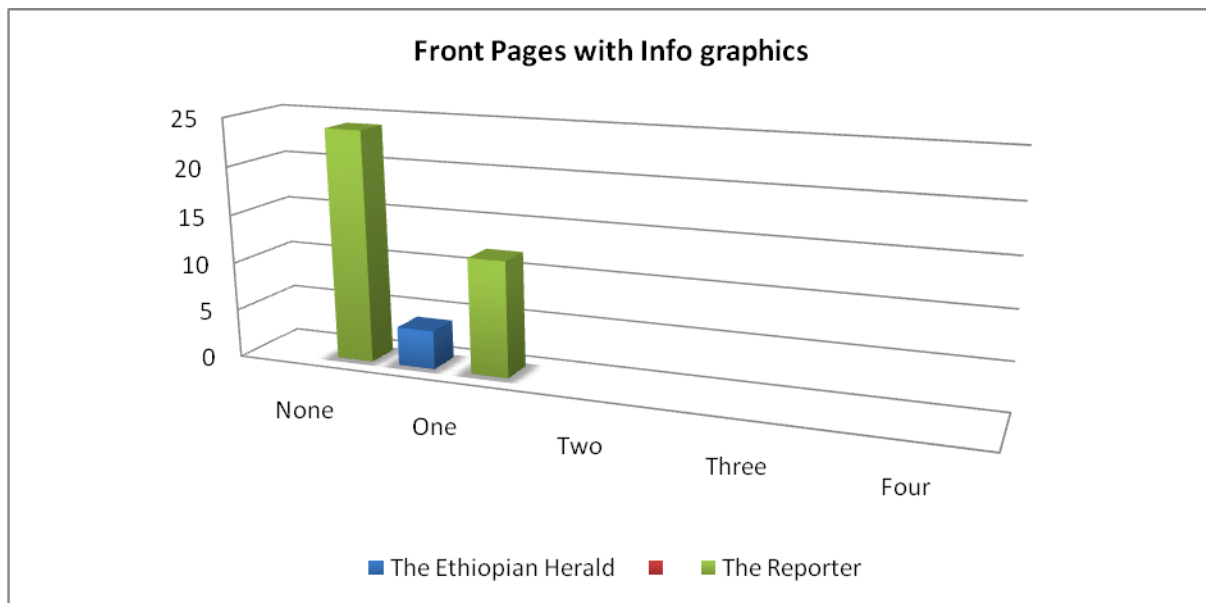


Figure 6 Info graphics on front page

Nils Holmberg (2004) describes newspapers visual effect in relation with motivation towards reading. Newspaper usability with regard to human visual function is a common motivational force behind experimental manipulations of newspaper design. Info graphics has a sound visual attraction on newspapers front page. It replaced the role of pictures and sometimes it plays more role to express complex ideas on the story. Creative designers used info graphics to elaborate stories and visualize facts that does not have picture and it helps to map readers to get in-depth reading on the story.

out of 72 sample newspapers 54 (75%) of them did not use info graphics, especially in the case of *The Ethiopian Herald*, among 36 total sample newspapers, 32 (89%) of them never used this element of the page, even the info graphics applied in the 4 (11%) *The Ethiopian Herald* newspapers were not well articulated. *The Reporter* has better experience of using this front-page design element. From the total 36 sample newspapers taken from it, 14 (39%) newspapers were published with one info graphics at front page.

As Garcia (2002) points out, “busy readers appreciate good, simple information graphics that visually tells them a story”. Comparing *The Ethiopian Herald* and *The Reporter* newspaper front pages, unlike *The Reporter*, *The Ethiopian Herald* practitioners’ were not used info graphics. During an in-depth interview with both content and graphics editors mostly they are focused to meet the dead line, it is because of the newspaper is daily. Although *The Reporter* design department at Friday they were discussing with editors, in case of good photograph lost or inappropriate to use for their cover story, they decided to use info graphs. For their intended graphics work, *The Reporter* newspaper designers usually download main templates from internet, then, creates their design by adding creativity to produce an info graphics.

FGD participants agreed on good info graphics are better to elaborate the story and creates variety on the page. From KII response it is clear to understand in both newspaper production departments there is no enough skill to make a successful info graphics, although *The Reporter* applied advanced techniques than *The Ethiopian Reporter* by using templates from internet to fill the gap.

Information graphics was the missing element in 2000 and 2005 in *The Reporter* and in *The Ethiopian Herald*; it seems that little attention was paid to the value of information graphics in all sample newspapers, Sintayehu (2006) discuss on his research. Although it is very true with this research finding like Sintayehu’s analysis, little attention given to the value of info graphics or information graphics. Few changes has been done after a decade; unlike from previous study, in 2018 *The Reporter* sample newspapers use 66% info graphics on its front page. Regardless of the quality and *The Ethiopian Herald* also used info graphics on four front pages out of 36 sample newspapers.

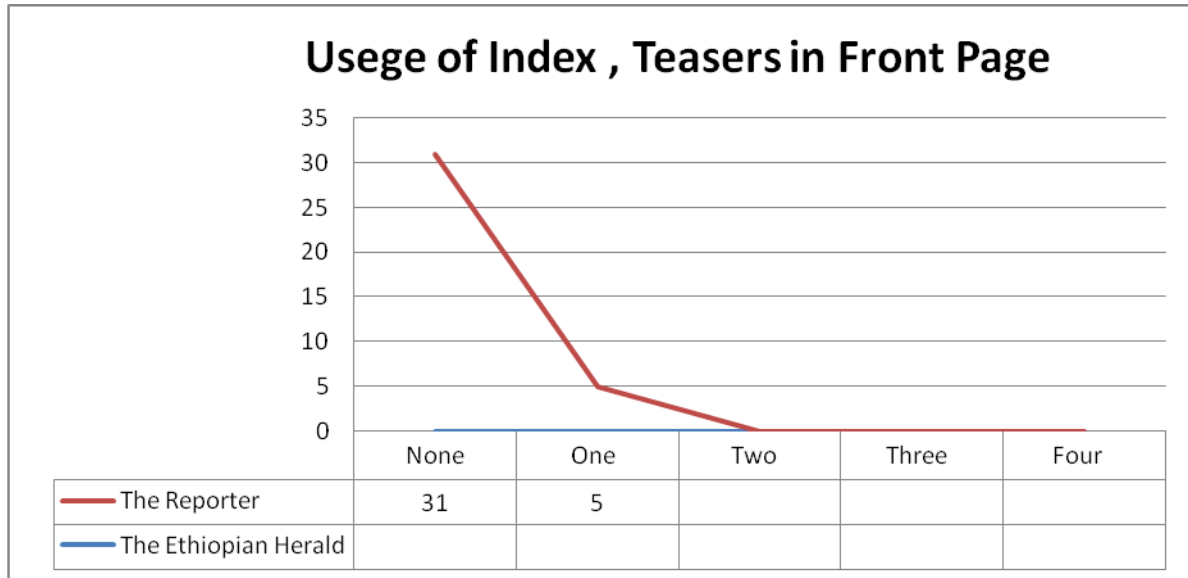


Figure 7 Number of Index and teasers on front page

In all sample *The Ethiopian Herald* newspapers; there were no index and teasers at all, whereas *The Reporter* sample newspapers, only five front pages published with indexes. Out of the total sample newspapers, 67 newspapers published with none of these elements of the page.

The main reason quoted by editors in *The Ethiopian Herald* to a none use of this element was due to time and space constraints. KII respondents also described that in previous times *The Ethiopian Herald* used indexes to direct readers what incorporated inside the pages of newspapers, but through time, the front page contains at least three Ads and more and they lost the room to incorporate these graphic elements. HE3 also argued that shortage of time was a reason to inoperative indexes' and teasers on *The Ethiopian Herald* front pages. Although it not the only drawbacks of *The Ethiopian Herald*, *The Reporter* also used this design element with limited number on its front page. Having in to considering the theoretical framework of implementing the element of front page design, both newspaper has failed to incorporate index and teasers professionally, this implies that neglecting those factors have a negative effort on both newspaper readability especially on *The Ethiopian Herald*.

Front page helps to map the readers' visual activity. This active visual engagement built by designers technically putting graphics elements such as indexes' and teasers on the front page. Kevin G. Barnhurst and John C. Nerone (1991) defined front page in the professional lore as primarily visual, a shop window that gave a glimpse of the world. Considering these theoretical

concept both newspapers lacks to create a good visual navigation for their readers by using to indicate the inside stories which incorporate in the edition.

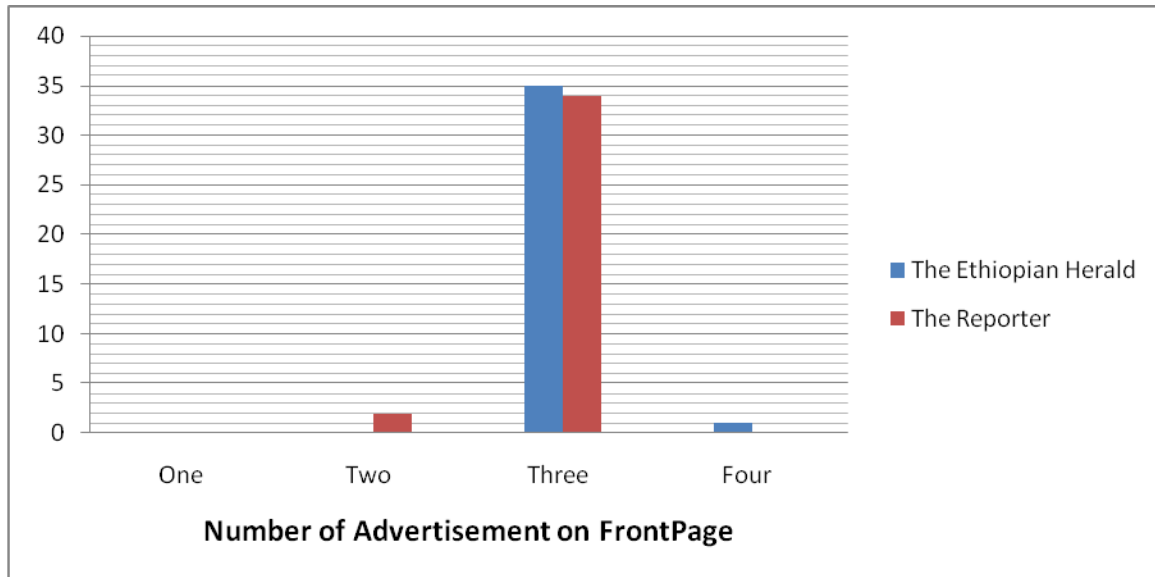


Figure 8 Advertisement on front page

Watson (2002) described that advertisements are the first to be organized into the pages of a newspaper, followed by news stories. Good advertising content and design, as pointed out by Watson, have an impact on a newspaper’s overall readership and success. This argument has seen differently when it comes to front page. Newspapers front page primarily dedicate to editorial content rather than Ads. Putting advertisement in newspaper front page kills the ability of the front page that can grab the attention of the reader. Despite the fact, putting Ads in front page brings huge revenue. The study found out that, 69 out of 72 newspapers have published with three advertisements in front page. Almost the same practice has been done in both newspapers. Among 36 front pages, one front page of *The Ethiopian Herald* contains four Ads. One of the reasons that editors complain in *The Ethiopian Herald* because of the increased number of Ads on front page, it limits their creativity by abusing the space at front page.

In USA, *The Wall Street Journal*, the second largest weekly circulated newspaper with 1.7 million copies, next to *USA Today*, used front page Ads in 2006. Gordon Crovitz, publisher of *The Wall Street Journal* said that internally *The Journal* referred to the front page Ads as a “jewel box,” and indeed, it will shows that some of the paper’s biggest, most valued advertisers on some of the most prominent real estate in the print industry, commanding premium rates.

When the journal discloses using Ads on its front page, it was a big agenda which discussed on international newspapers like *The New York Times*. Bosman and Seelye (2006) comments on their article, the addition of advertising on the front page means less space for news but Mr. Crovitz said the journal would keep the same number of articles on its front page despite the Ads. In our case both newspaper front page editorial content and design affects' by front page Ads.

American newspapers ran front page Ads in bygone days, but in modern times, most have not done so. Newspaper like *The New York Times* began selling Ads on the front page of its business section; David Sklaver, president of East Coast operations for the media agency KSL Media in New York said "Sometimes putting Ads where readers don't want them is, in a way, like being spammed" (Bosman & Seelye, 2006). Based on the values and principles of front page, although it is a means to get revenue, the practice of *The Ethiopian Herald* and *The Reporter* was far from basic standards. Both used three and above display Ads on a front page.

4.2 Successful Front Page News Selection and Design

KII editors' responses about the question, *what procedure you are follow to select news for front page?* unanimously respond front page news selection on *The Ethiopian Herald* and *The Reporter* conducted through editorial conferences and the decision of the Editor-in-Chief in both cases. Quantitative data analysis in Figure 2 indicates both newspapers used two or three stories at front pages dominantly.

RE1 of *The Reporter* described most often their front page news selection criteria is emanated from big policy issues and select considering its news worthiness. "*We are not dealing with personal or other regular social issues; rather our main focus is on big policy issues which influences the government and attracts the reader's attention*", stated RE1. HE1 also discussed the same question like RE1 did, "*the first and the most concern of news selection is the protocol, first of all I am always conscious of the protocols of state officials and then on the value of the news to published. If the piece of news is all about national or regional peace and security; and if the news is coming from the mouths of our Prime Minister or President of the nation, the news would certainly deserve the top left corner of The Ethiopian Herald*". Other KII of *The*

Ethiopian Herald shred these news selection principles considered a workable criteria for their newspaper.

An informant from FGD2 describes; about the impact of the front page news selection for newspaper readability, *“for me newspapers front page is just like an index on a book on which I decide to read its content. In this regard, newspaper front page should contain variety of issues about the government, the society, politics, social, health and other relevant issues. In this perspective The Ethiopian Herald front page focused on more serious issues, mostly its contents all about government higher officials did on a visit and reception.”*

Another informant on FGD1 *“I do prefer to found strong topics on newspaper front pages. I read both newspapers, I was a big fun for The Ethiopian Herald before 1995, and The Reporter now. The Reporter incorporate more diverse issues in its front pages and makes critical issues about local politics, social issues and macroeconomic drawbacks of the government. Whereas The Ethiopian Herald which was fantastic in diversified content and stunning appearance during 1995 and before, become weak in its content selection and unappealing presentation to read.”*

Although it is correct that both newspapers focused on policy issues, in principle they lack diversity and variety of content selection. As a result, the newspapers, especially *The Ethiopian Herald* as a public media loses to consider readers' reception. In line with this, Jurgen and Schumacher (2006, 1) also argued that newspapers as a medium, deliver credible information to the fragmented media audience. The authors states that unlike Radio and Television, newspaper is non-linear media, which opens a much greater variety and more self-determined pattern of reception.

4.2.1 Analysis of sample front pages

In conducting FGDs, four sample newspapers were purposively selected and directly presents to discussants' to observe on discussion table. From the total sample newspapers, these four newspapers from both newspapers were selected because of the fact that they were issued on the same date with similar news content, which is considered to be important to test its framing and design on newspaper readability.



Figure 9 Front page issues of July 28

In Figure 8 both *The Ethiopian Herald* and *The Reporter* cover the same story; death of Engineer Semegnew Bekle was the two newspapers top stories of July 28th edition. When discussion conducted these two front pages were in focus of the participants to answer the question, *which front page content framing and design enhances readability? And why?*

In response to these questions, one participant on FGD-1 discussed that *The Ethiopian Herald* is more attractive than *The Reporter*, it contain image of the Engineer himself, than putting some kind of unidentified setting like *The Reporter* used. He said the headline also more informative with two supportive sub heads (decks). However, his argument was highly criticized by other participants of FGD-1, one among them argued that *The Reporter* front page is more elegant than *The Ethiopian Herald*. For her the headline of the story short and catchy to read; the word ‘Tragic End...’ with storytelling image showing engineers car, a police holding a gun, yellow tap caution and other movements is full of emotion. She said, “*The image is a big story by itself*”. The third participant on FGD2, who was in support with the FGD1 participant describe “*first my attention goes to the photo and then I start to read the caption what the picture tells, and I*

understand that was a situation where an Engineer passed away, it's a historic photo". Thus, except one discussant, majority of the participant in the FGDs agreed that *The Reporter* content selection and design is more attractive to read than *The Ethiopian Herald* does.

According to Stephen Quinn (2002), when readers select what stories to read, their decision is usually based on what the headline says. Eye track research shows that readers' eye go first to photos and then to the large headlines. In this case *The Reporter*'s headline visualize the story adding human interest by using words like *'tragic end and celebrated Engineer'* so as to participants say. Well-written headlines grab the reader's attention; convey clear, concise thoughts and dress up the publication (Integrated publishing; 2003). Accordingly, Participants were agreed that *The Reporter* news framing with the actual story telling photo and good headline, criticizes the appearance of its banner headline used all caps head. They described that it decrease clarity to read, using all caps head seams an old fashion; nowadays, the all-capital letter headline is almost extinct because it is difficult to read (Integrated Publishing).



Figure 10 Front page issue of February 17

Edition of February 17 had big stories of the week; it might be the biggest stories of the year for both newspapers. Ethiopian Prime Minister Hilemariam Desalegn resigns from power after six years of his leadership. The public newspaper *The Ethiopian Herald* and the private newspaper *The Reporter* cover this story as a cover story of their edition, but their news frame and design techniques were quite different. *The Ethiopian Herald* makes a story with other two front-page news; *The Reporter* makes the story with a total single team format alone. *The Reporter* used large image of the Primer with a caption story whereas *The Ethiopian Herald* present the story with an image, who was a news source.

Looking the way of framing on both front pages; *The Reporter* with one single story and dominant picture try to set their top story of the week was the resignation of the primer, As per to Pan and Kosicki (1993) frames tell more than what is significant and newsworthy. FGDs participants agreed on the picture, which is more illustrative the way that the editors frame the

story indicates opinions, interpretations, and definitions to the story. However, as a single team format, the page lacks simplicity and creativity it conveys the message that big story of the edition is that. One informant of the FGD1 *“I start scanning on the headline and then the Primers image with raised hands and then reading the text, it helps to me looking the story comparatively from far distance and also reading to know why and when the Primer resign”*

Reese, (2001) suggests every piece of information included in a story compounds to create a different picture of an issue or event than if the newspaper had included different pieces of information. Even if all of the same pieces are included in two different presentations, the way they are structured affects that the way a reader processes to understand the news.

The same story on different newspapers front page appeared with different angles and approaches. In the case of *The Ethiopian Herald*, even though often it had two and three stories on front page, it loses hierarchy of news framing. In figure 10, the second news about GERD presented with a hammer head line and comparatively bigger image with the cover story makes confusion to the readers. As a principle of using design as a means of communication between the media message and audience reception the biggest story of *The Ethiopian Herald* on February 17th edition was not clearly defied. A former editor of *The Times* argued what was lost in Februarys 17th edition of *The Ethiopian Herald* newspaper design is communication, and he provides a news editor’s perspective on the ways in which layout, typography, image, and the wording of stories should work together, looking at a number of newspapers and their development over time (Knox, 2009).

In this case, a participant in FGD-1 said, *“I prefer more stories on front page than single story like as used in The Ethiopian Herald, but in this case an image of Shiferaw Shigute [look on the story of The Ethiopian Herald] was better to change by a Primer’s image with bigger size, since the top story of the edition was the resignation of the Premier not the GERD project.”* This concept is supported by Kenneth and Constanze (2005), they said giving the object a bigger size should make readers see it earlier.

Although it is natural to frame the same happening with a different angle, journalists must be creative to make the news and design on a page. Smith (2005) described two reporters and

photographers from different media houses have a great possibility of writing different stories and used quite different photographs from the same event, in this case *The Ethiopian Herald* and *The Reporter* using different frame on content and design characteristics also.



Figure 11 Front page issue of June 2

In Figure 11, each of the two newspapers front pages contains two stories, *The Reporter* with one dominant image rather *The Ethiopian Herald* with four small size photographs. In contrasting their typography, *The Ethiopian Herald* has much more text, which makes the page more dense whereas *The Reporter* used white space to enlighten the page. During FGDs conducted, hard copies of two front pages puts on discussion table to answer, *which one of the front page content selection and design is preferable to read?* The answer from participants were the same *The Reporter* front page attracts than *The Ethiopian Herald*; they said in terms of variety of news *The Ethiopian Herald* is better with two stories one is political and the other is economic issue, whereas *The Reporter* contains two stories almost the same which focused on political issues;

security and democracy. Nevertheless, looking the way of framing and design, participants agreed on the betterment of *The Reporter* front page.

Both front pages contain two stories and three Ads using horizontal design format. *The Ethiopian Herald* looks denser, and four images for two stories, which are not story telling. Whereas *The Reporter* front page organized through a visually communicative way with one large image, it incorporates caption stories and short headline. The front page also has a white space, which helps to create a looking space for the readers.



Figure 12 Front page issue of May 5

May 5 editions of *The Ethiopian Herald* and *The Reporter* have no content similarities like the previous ones. In the two front pages as if both are published the same day the researcher comparing the content selection and design of them on a focus group discussion with the readers. Participants on FGDs described both front pages designs are good to attract readers; especially *The Ethiopian Herald* is much better comparing to the previous editions, although still designers creativity and selection of photograph limited. The first dominant image of the commissioner

shown emotion concerning on human rights protection, but designers and editor have the room to select more illustrative image or create info graph to elaborate the story. The second image on the same page does not give meaning for the story; rather it would be better to use white space on that area.

Design editors of *The Reporter* in this front page used creativity to lure the reader's attention by cropping the two leaders photo vertically and gives a meaning; such kind of creativity leads the reader to give more attention and mapping them to the inside story. One of the participant of FGD-2 discussed "*it is very power full and meaningful instated of putting the two leaders photo as it is. The design instigates readers to find out more information about the story.*"

4.2.2 Impact of Front Page Content Selection on Readability

Editors should always consider two inseparable elements of the front-page content selection and design through the principles of media message and audience reception. Although audience reception has a critical value for newspaper readability, FGDs participants thought editors didn't consider their opinion, wish, value and desire newspaper reading. One participant said that in most cases we expect stories about economic and social challenges of the public, we need to know government responses to tackle those challenges, but practically reporters applied on the reverse; promoting what government plans to do.

In this regard, design editors and content editors of *The Ethiopian Herald* and *The Reporter* do not give adequate attention to communicate, motivate, and map their readers through a visually sound, communicative and attractive front page. As per to Kim and Chung, front page is significant to visually suggest the audience what the newspaper organization considers to be the most important stories of the day. Thus, news audiences tend to focus more on front-page stories rather than on stories published elsewhere in the paper (Min-Mid Publications, 1984).

With due respect to this argument, *The Reporter* content and design editors respond, they are always try to consider their readers in both design and content selection aspects. However, FGD participants respond that they sometimes do not even understand the message that journalists wants to communicate via their front page design and content selection. In fact, as compared to *The Ethiopian Herald*, *The Reporter* is much better on framing both contents and design.

Except one editor (HE3), “as much as possible, we are considering our target audiences when selecting contents”, other informants of *The Ethiopian Herald* both from the content and design section agreed on they does not consider their readers when they are farming contents and designing their page. The sole and big reason for this as described most of the time they try to meet the deadline, their work is too tough; because the newspaper is daily. So far most of the time they are conscious about the news protocol rather than considering readers receptions’.

Reception by itself examined within an action of theoretical framework and therefore described as a form of interaction between recipient and the media. Jurgen and Schumacher (2006) reception as a framework described newspaper readers interpret media message on the bases of their own objectives, values and plans, and then more or less carefully construct their external actions. According to this standard in fact, *The Ethiopian Herald*, news focused on national agenda covered by its front page, diversity of content stories like criticizing the government and entertaining challenges of the public were not covered adequately. On a base of this theoretical framework, media reception is an active process of selection. Based on the objective of the study the level of this active process of selection affected by lack of diversified content delivery which received by the readers and interpret according to the readers own perspective (Jurgen and Schumacher; 2006).

4.3 Factors Affecting Front Page News Selection and Design

Collected data shows in previous sections of this chapter indicate the two selected sample newspapers front pages have their own weakness interims of content selection and design. In order to recommend solutions for an effective front page design, the study found out the factors that affect front page news selection, layout and design of a newspaper. Hence, knowledge, skill and cooperation of both the content and graphics editors are very essential to produce an effective newspaper front page which leads to get newspaper readability.

4.3.1 Understanding the Impact of Front Page

Since 1982 newspapers created a graphic awareness that helps to lead readers to editorial content, Chege (2012) stressed the value of graphic awareness for newspaper readability. Graphics awareness is a key factor that graphics editors epistemologically should know to make

their newspaper front page attracts readers` attention, key informant design editors from *The Ethiopian Herald* and *The Reporter* stated they are clearly aware about the impact of sound front page for newspaper readability, but their understanding and practice was far from what they said.

Almost all informants of *The Ethiopian Herald* could not even directly naming contemporary design formats during an in-depth interview, majority of *The Reporter* informants also did the same, when they were asked about types of design formats, and they were talking about their stylebook templates and front-page samples. RD3 describe his understanding, *“I know the importance of front page news selection and design for our newspaper readability, but we did not have a clear understanding how design principles of front page works and what specific elements should do and not to do”*.

Another KII HD2 stated; *“we know front page design needs more creativity and much attention than inside pages, but our practice is usually in routine way. We are just putting the text material and an image in line with respecting grids and columns, in often times we try to make a page attractive”*. Whereas Sentayehu argued that, the primary purpose of design is to convey messages clearly and efficiently. The intention is to draw attention to the message, not the medium. These principles is more purposive that what the informants respond, as to Sentayehu a designer must do, more than putting materials in bold, color and with big size (Sentayehu, 2006). For many informant editors, considering the readers perception and promoting newspapers scannability becomes a challenge on the existing principles of what a newspaper looked like at the time (Keith; 2015).

Another sound factor which affects front page content selection and design is the use of guide line and style book. Wallace, (2017) states that as long as content and design have an impact on newspaper readability, all the editors should respect guiding principle of design and content selection. Content editors working at *The Reporter* respond about the question *“do you have a guide line or manual used for front page design?”* they were not quite sure about their use of guide line or manual for front page design. RE1 on this issue *“I don` t really know about it”* and RE-3 also say *“it may be available, but it might be on the hands of the designers”*.

By mentioning the experience of *Toronto Star*, Wallace, (2017) explained that editors are guided by the organization's Atkinson Principles founded on former publisher Joseph E. Atkinson's belief that a progressive newspaper "*should contribute to the advancement of society through pursuit of social, economic and political reforms*" when picking front page stories. RD-1 of *The Reporter* brief the previous question, "*although we don't have a specific manual for front page only, we use a style book for the whole page design, rather than a manual or guideline*". But, Holmberg argued that newspaper layout and design is a process of arranging material on newspaper page, according to editorial and design guidelines and goals. According to the author, a good newspaper layout should convey a hierarchical sequence of entry points that enable readers to stop scanning and start reading (2004, 5).

In contrary to the principle of design *The Ethiopian Herald* designers don't use a design manual or style book. In this case, even though it is not updated yet, EPA has a well-organized design manual. However, almost all KII content editors respond that they don't know whether EPA have a design manual or have not. KII from *The Ethiopian Herald*, HD2 discuss about the use of design manual, "*we have a design manual, but we do not use it now. Previously designers have one copy of it and as much as possible we try to bind with it, but, since few years ago we stopped using it, and I do not even really know where the guide manual is found*".

In principle, researchers recommend that newspaper designers generate, test and refine ideas. Good design means assessing every concept for effectiveness by generating a concept, refining ideas through visual exploration and preparing rough layouts detailing design direction(s) (Jeffery; 2012). Based on the parameters there is a gap in implementing design manuals in both newspaper houses.

Publishers' attention towards front page content selection and design is another factor which affects front page impact on newspaper readability. Kim and Chung (2017) stated that newspapers have forced to take various cost-saving measures, including massive layoffs of seasoned reporters, editors, and photojournalists. Similarly, in terms of page design, many newspapers have given up individual operations and have adopted so-called design hubs, where page designs are provided from centralized offices to individual newspapers (Cavendish, 2013).

In the case of *The Reporter* designers work for the Amharic newspaper [published twice in a week] and English newspapers, there were eight designers and four photographers. On the case of *The Ethiopian Herald*, there were 21 designers and five photographers; those who are also responsible for the daily Amharic newspaper *Addis Zemen*, the English daily (except Monday) *The Ethiopian Herald*, the two weeklies *Barrissa* and *Al-Alem* published with Affan Oromo and Arabic languages respectively and a monthly *Zemen magazine*. Regardless of these congested responsibility for the whole publication, sometimes newspaper publishing houses assign copy editor and designer who are dedicated to the front page only.

In the case of both newspapers publishers, the informants describe designers were working on front page and other inside pages too. RD-1 described the practice “*we are designing the front page in a group with photographers and editors, and most of the time three things were considered; these are typography, image and info graphs*”. In the case of *The Ethiopian Herald* designers` respond, as much as possible senior designers were assigned to do front pages and sometimes other junior designers may work on front page, when rush hour comes.

Therefore, newspapers produce and package their front page vary across newspapers, as the front pages outcomes of a complicated process within organizations and it needs greater attention (Kim and Chung2017).

4.3.2 Skill of Editors to make Sound Front Page

Newspaper is a set comprised of many parts and put together according to criteria of journalistic editing in which newspapers are made profoundly influences their appearance Esterson (2004, 4).Content and design editors who are working on both newspapers, agreed on there is no adequate specialized training program in the area of newspaper layout and design in the country.

A RD3 who is working on MCC describe about the training “*I am trained with computer science, I don't have any specific training on newspaper design, but now I am one of the senior designers on The Reporter; as long as working here I am conscious to shouldered my responsibility. Update my skill with Adobe In-Design software and other design software's like Photoshop short-term trainings. Now am being capable by taking experiences from senior staff members and enable myself to play the role of designer efficiently*”.

RD2 agreed with RD3 points, *“I hold my BA degree with Information Technology, when I was joined MCC, I got short training from the department and after that I often look YouTube tutorials related to newspaper design programs”*. Perhaps these kind of design editor`s effort can narrow the gap which appeared on newspaper design skills, but as a profession it needs to know about journalistic ethical standards. The essence of newspaper design is to make choices about how to present the news; which changes every day while the graphic vocabulary of every newspaper remains the same (Newspaper Design, 2016).

In the case of *The Ethiopian Herald* a senior designer, HD1 elaborate about the training, as per to him among 21 designers, majority of them were trained with secretarial science and office management. Most of them were secretaries who were working in different sections of EPA and joined the design department after they got job promotion through time. On the other hand, another key informant (HD2) who is serving for 26 years at EPA briefs *“I start working in EPA as office secretary, after serving three years I took a training on publisher, since then newspaper design is my job at EPA. We are working for all the publications of EPA, now the time is changed and we used advanced software and everything becomes computerized, rarely our department conducted internal trainings on newspaper design, but still we are not fully using In-design software rather we used Lenox software, which is not compatible with even Brehanena selem printing press”*.

As the KII stated, EPA software standards and designers training skill has a limitation that affects newspaper design quality and standard. David Crystal (1992) stated that newspaper design is a set of skills and techniques like typography, photography, illustration and printmaking employed in the design of all printed matter. In this regard, lack of skill on the practice of designers affects front page design and limits the application of creative design elements on newspapers.

During FGD1 discussion a participant picked *The Ethiopian Herald* newspaper front page from the table, which published on July 28 [look Figure 8], she stated *“a candle is seen on the front page with the image of Engineer Semegew which designed to support his tragic death, but look the way of integrity on those three images with the page. It is really distracts the visual interaction of the readers, even the way that the unclean crop of graphics is very poor, rather than adding a value to the page it kills the appealing power of the front page”*.

Schnelbach and Wyatt (2005) argued about skill of the designer is an essential role to manipulate typographic devices in newspaper design. They said many unskilled designers, as point out informants; use too many rules, put unfit graphic elements, creating a confusing navigation effect.

One informant in FGD-2 described that *“local newspapers including The Ethiopian Herald and the Reporter; lacks design and content integrity, instead of using more eye catchy elements of newspapers they used too much text on their front page, I have subscribed Chinese newspapers, such as China Daily and a Kenyan Nation Daily, their page is more elegant and attractive to read; sometimes their front page contains more than four stories, but it is in a different appearance and sequence. For me I think it is because of their designer’s effort and skill to understand what the page must look to attract readers”*. Jefferey strengthen the informant’s observation, saying that for newspaper meaning is expressed not only through content but through form as well, and will include both intellectual and emotional messages in varying degrees (Jeffrey 2012, 22).

4.3.3 Production as a Team Work

Assembling the front page of a newspaper is a part art of science. An investigative reporter on *The Toronto Star*, Wallace described how front page news selection and design is a critical and challenging task for editors. He states that, Editors face the daily challenge of choosing stories and photos that fulfill the essential role of informing readers about important events while keeping audiences engaged so they will turn the page and keep reading (Wallace, 2017). It is a delicate balancing act. It relies on intuition, creativity and good news judgment that can take years to master.

In practice, the experience of *The Reporter* looks a good effort on staff cooperation to make a sound front page. Usually on Monday’s editorial conference conducted with the attendance of senior design editors, to evaluate the previous week publication and set an agenda for what they will do in the week. As KIIs described during this editorial conference, editors decided about the week’s top agenda to be covered. During an in-depth interview with editors, the researcher noticed at EPA the editorial conference was usually conducted twice in a week regularly and once in a week rarely; editors who were responsible for each six days publication of *The Ethiopian Herald* involved.

In the above practice, both media houses have set a workable system to cooperate their editors for publishing readable newspaper. Although the system was established and run accordingly, the end result and final decisive cooperation with production crew was different. As per to an Editor HE3, who is working at EPA, *“during editorial conferences in a greater portion we are discussing about the topic and the way of writing and grammar of text. Photographs, caption stories, quotes, info graphics, and other aspects of design, in principle we believe on its importance but in practice we didn’t apply properly due to several reasons”*. The HE2 agrees on the previous one, *“Honestly I am worried about just finish to write the story”*. Contrary to this argument, RE1 describe their practice is full of cooperation, *“For Saturday newspaper; our Monday editorial puts general direction focused on weekly agendas and planning, which practically wrap up on Friday, if anything changed or big happening occurred during the process, editors discussed and may change our plan”*.

A senior design editor on MCC described Friday’s discussion as final decisive point. *“Sometimes we get in a professional debate with photo reporters especially when we are selecting image for our cover story. The choices photo reporter for front page might not align with the story, and we argued to change another photo from our archive or replaced it totally by info graphics. To select beset front page for the edition we prepare two or three samples, and test, discussed and decide. Editors, designers and photographers are always part of the discussion, and final decision goes to the Editor-in-Chief. By doing this we produced the editions best front page”*.

According to the experience of *The Star* newspaper front page, editors have done a serious discussion to select front page news and design. Wallace describe the situation that editors usually desire to win the readers heart and mind. He stated that every day at 11 a.m. there is a meeting at the hub, a table in the middle of the vast newsroom next to a large TV that screens the day’s photo choices. During this meeting, editors from the various sections participate and then choose a preliminary lineup of the best front page contenders. This list is not set in stone; top stories can change throughout the day. Likewise, *The Reporter* used such kind of discussion; whereas *The Ethiopian Herald* in most cases loses this important cooperation stage between editors, designers and photo reporters. With no doubt informant editors from EPA agreed on losing cooperation in line with usage of weak technology, untrained practitioners’ and with inapplicable of a house style or guideline; has its own factor on the newspaper readability.

As editors unanimously described, one of the main reason for loosing cooperation and lack of creativity; is shortage of time because of the daily publications. Even though this might be reason Shoemaker & Reese argued for front page effectiveness the values and practice of the staff should be strengthen according to the guiding principles of the organization to influence on media content. The front page of a newspaper, as it is the introduction to the publication, is essentially an extension of the core values of the newspaper's staff (Shoemaker & Reese, 2013).

4.4 Produce a Good Front Page

The front page of the newspaper is the most important page of the publication and highlights the day's most critical stories (Reisner, 1992). The most critical agenda or the news selects critically to grasp the reader's attention, for the professionals who are working on the newspapers publishing designed not to select top stories of the day but also plans how the story looks like on the page. Generally, it is considered to function as a way to "attract readers, inform them and set the reader's agenda" (Pasternack & Utt; 1986, 29).

Based on the data collected data from 72 sample newspaper front pages, KII and FGDs the study found out the following issues, which could help to enhance efficient front page preparation for newspaper readability; that has to be considered by those who are doing newspaper business and production.

4.4.1 The role of publishers

The term "publisher" may refer to the individual project manager or publishing organization as whole, and publishers are found on every level of the business ladder, ranging from large corporate conglomerates to independent of entrepreneurial efforts (Carson, 2017). In this research as data indicated that the effectiveness of front page news selection and design is one of the factors to enhance newspaper readability. Readability is a prior concern for publishers, for this fact publishers should concern on the factors that affects newspapers readability.

HE-1 who is working in *The Ethiopian Herald* said we are always in routine work because of the daily publication of the newspapers, so I think the best solution to overtake these problems managers should recruit competent designers. The production head at EPA also share the previous suggestion, but they have a challenge to recruit experienced and creative designer, we couldn't found such experienced designer, rather we recruit an IT or computer science graduate

and trained internally. According to him, even though it is challenging to find a committing designer, the managers also could not understand our burden.

Nacie Carson (2017) argued that a publisher is responsible for all aspects of acquiring, preparing and managing a newspaper as it is edited and printed for sale. In this regard the publisher in the case of EPA; the CEO and deputy CEOs should consider the gap and fill according to its importance. In the case of *The Reporter* and as of *The Ethiopian Herald* also, both newspapers don't have graphics and copy editors dedicated to front pages. RD1 from MCC described, "*as far as I am concerned in Ethiopia Fortune (an English weekly newspaper) have such kind of experience, that might be good for front page effectiveness but it needs cost for additional employee*".

The same experience is under gone in EPA, Canadian media professional Jessica Patterson (2016) described publishers are increasingly facing challenges in this digital world, so to keep their responsibility for the overall performance of their publications, for driving growth and strategy, and leadership of the editorial teams. In this regard publishers are recommended to fill the gap by recruiting competent professionals in content selection, design, and has build a system to develop internal training centers.

4.4.2 The role of the Editor-in-Chief

In terms of front page content selection, news values, such as timeliness, prominence, proximity, magnitude, conflict, impact, and oddity, were important front-page attributes for selection front page news (Bridges, 1989). Editor-in-Chiefs` of both *The Reporter* and *The Ethiopian Herald* agreed on the importance of the news values. According to them, front page news selection is conducted in due consideration of those news values, although they practice respecting news values, one informant from FGD1 disagree on what the Editor-in-Chief says. As per to him "*I think they select the news in accordance with their publishers interest, their publishers interest might usually not the need of the readers*".

HE1 from *The Ethiopian Herald* "*often times we are care about higher official activities rather than selecting other stories based on news values. Whatever the case, if we have a story with the President, Prime minister, we give priority even we have another exclusive news story; it is*

because of the Editorial policy". In this case, *The Reporter* is relatively good on story selection; perhaps editors do not worry about news protocol rather the value on its wait.

As long as the Editor-in-Chief's are responsible for all editorial content, he/she must understand that readers at this time came to the conclusion, not only did their visual need changing but also their editorial sequencing (Newspaper Design, 2016). An informant from FGD2 discussion described front page news headline, photograph, and text for both newspapers need to be standardizing to be more readable. Sousa's graphic revolution statement align with the informant's point, that is front page graphic revolution has to be a balance between the importance of form and content.

4.4.3 The role of designers

The design editor will focus on developing trendy, professional design and maintaining a consistent look and feel to the publication by doing its creative activity. According to Jeffery, modern front page graphic design has become popular since the idea and innovation competency increased. Idea for both content and design is a pillar for effective publication to communicate effectively and motivate the reader.

An informant designer stated about their creativity to make front page stunning for attracting the readers, our creativity and understanding of the concept should be enhance. Now we are working in a routine work. FGDs participant also shred, designers on both newspapers, off course their efforts and weakness are not similar, but it has a big gap making front page attractive. According to Jeffery's recommendation, design must attract the attention of your audience. If it does not, your message is not connecting and fulfilling its communication intent. Both the concept and the form must stand out.

Another important point that designers must progress their duty is cooperation, designers must cooperate with content editors and photographers. For effective front page design; content selection and design designers should understand what the story is all about, an editor from *The Ethiopian Herald* describe, while content editors have a limitation to put stories up to page; which means? We, editors have not enough attention for stories headline, photo, caption stories, info graphics and other design elements; rather we are focused on writing stories designers

haven't give their attention for the content. Hence, designers correctly understand the story, they have a possibility to make creative design, put a material with enough illustration.

CHAPTER FIVE

5 Summary, Conclusion and Recommendation

Finding the nexus; front page news selection and design on newspapers readability is the general objective of the study. To find out the impact of front page content selection and design on newspaper readability, the study answers four research questions, to assess the specific objectives of the study, this chapter would finally discuss on major findings, conclusions and recommendations.

5.1 Summary of Major Findings

To come across the designed research methodology; data gathered from 72 sample front pages of *The Ethiopian Herald* and *The Reporter* newspapers, key informant in-depth interview, and two focus group discussions. Moreover collected data analyzed through various methods with content analysis, interviews and observation. By employing these research methodologies, the major findings present as follows.

- In the case of *The Ethiopian Herald* and *The Reporter*; to find out the practice of front page news selection and design the research used to asses building blocks of design elements, which are types of front page design, number of stories, number of photographs, usage of caption stories and pull out quotes, usage of info graphics, usage of index and number of Ads. These are not the only design elements of front page, but the basic ones. According to the findings, both newspaper front pages have limitations with regard to meeting basic standards; *The Ethiopian Herald* was more far from basic standards of news selection and design.

One of the basic findings with regard to the design of *The Ethiopian Herald* have unrelated and unfitted item`s which has also clearly been identified by FGDs informants.

In terms of design, *The Reporter* was found to be better than *The Ethiopian Herald*, specifically in usage of photos and variety of design types, including single team design, even though that is limited in number. While *The Reporter* was relatively good, both

newspapers' front pages had an overload of columns full of texts. Briefly, the sample newspapers had unappealing front pages.

- The editors as well as the designers of the local newspapers believe that design is important to make the newspapers attractive, to communicate professionally, and to direct the readers to the content (Sentayehu, 2006). In this research, editors almost all, understand the importance of front page news selection and design for newspapers readability, whereas the practice is far from what they pronounce and the readers' perception is also low. It is difficult to say the sample newspaper' front pages were effective in content and design though a very few issues of *The Reporter* were relatively attractive. Carelessly crafted headlines, protocol oriented monotones and promotion like news frames were observed in the sample front pages of *The Ethiopian Herald*.
- The research major findings show that inefficient usage of front page derives from three sources. One: there is a skill and knowledge gap both content and design editors regarding front page news selection and design, in this regard both newspapers designers in focus are not qualified with adequate trainings. The second factor which affects front page news selection and design is lack of cooperation between content and design editors to make their front page effective, although *The Reporter* was relatively doing well but it also needed immense efforts. The third factor is lack of creativity and commitment on the part of designers. In this case, designers just put materials on front pages without giving meaning to it and null of creativity, this was highly observed in *The Ethiopian Herald*. Unwise, meaningless and useless images, photograph, and unfitted graphic elements were included in sample front pages.

5.2 Conclusions

Considering the above basic research findings, the conclusion is that the front page news selection and design of the sample newspapers were generally bellow the standard.

- While both content and design editors believed that front page has pioneer impact on newspapers' readability, their practice has a huge contradiction with what they did.

Their front pages, that could have greater impact to attract readers, appeared to have been weak both in content and design aspects.

- Efforts of editors did not meet the desired objectives in the eyes of readers, whose satisfaction in most cases were limited on both newspapers. The limited skill and weak creativity capacity of designers led to weak design and content selection in the front pages, which is likely to affect the readability of the newspapers. Editors did not understand even the concept and values of design elements; they sometimes used them in wrong ways that they destruct the meanings and lead readers to misunderstandings and confusions to the extent of vacillating to read or not to read them.
- From basic findings of this research, professional competency is limited and cooperation and teamwork between editors, designers and photographers is imperfect. In most cases, the researcher looks content team and designers as like ‘the two wings of a bird’ waving not to have the same goal; it is as if a bird with unequal wings trying to fly in a perfect manner. That was how the editors and designers were acting, devoid of common principles and guidelines.
- In conclusion, editors mainly, and the Editors-in-Chief in addition, who are responsible for newspapers’ readability gives inadequate attention for front page news selection and design. Even their understanding and concern on content and design is lesser.

5.4 Recommendations

Front page content selection and design; joined together, inseparably and aligned to frame a story on a page maximizes a newspaper’s readability. For its very essential purpose on readability, front page needs special attention. Based on the research findings, conclusions and standards to produce impactful front page, the researcher makes the following general recommendations:

- Newspapers publishing houses in Ethiopia require to give considerable attention for front page content selection and design;

- From the government side, universities should incorporate newspaper design training programs with BA and above level with their curricula, which help to capacitate designers understand ethical concepts of newspaper design and develop their skill.
- Publishers should allocate budget to buy technology and recruit competitive designers especially for designing front pages.
- Understanding the impact of front page attraction on newspapers' readability is not enough by itself; it should be practical according to professionally accepted standards, principles and guidelines. Implementing this, newspaper`s should adopt design manual.
- Newspaper front page news selection and design could be entertained in accord with editorial discussion. Editor-in-Chief of the newspaper and design editors develops a system to cooperate in deciding front page news selection and design.
- News selection is usually better to determine perception of the readers, editors try to set the meaning prior to publishing the newspaper.

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APPENDICES

ለጥልቅ ቃለ መጠይቅ የተዘጋጁ ጥያቄዎች

ለዘ ኢትዮጵያን ሄራልድ እና ለዘ ሪፖርተር የተዘጋጁ ጥያቄዎች

7 ለስራ አስኪያጆች

- የጋዜጣው ሄራልድ/ሪፖርተር የፊት ገጽ ለአጠቃላይ የጋዜጣው ተነባቢነት ያለውን ፋይዳ እንዴት ይረዳታል?
- በፊት ገጽ ቅንብርና ይዘት ላይ ምን ያህል ትኩረት ታደርጋላችሁ?
- የጋዜጣው ውጤታማነት እና ተነባቢነት የጨመረበት የሚያስታውሱት ጊዜ አለ ወይ ለዚህ የፊት ገጽ ውጤታማነት ምን አስተዋጽኦ ነበረው?
- የግራፊክስና ሌይ አውት ክፍል አደረጃጀቱ ምን ይመስል?
- የፊት ገጽ የይዘትና የዲዛይን ኤዲተሮችን በቋሚነት መድባችሁ ትሰራላችሁ? ከሆነ ምን ውጤት አግኝታችሁበታል፣ ካልሆነም የፈጠረው ችግር ምንድን ነው?
- በዲዛይን ስራ ላይ የተሰማሩ ባለሙያዎቻችሁ በቂ የትምህርት ዝግጅት ወስደዋል ብለው ያምናሉ?
- በዲዛይንና በይዘት ጠንካራ የሆነ ውጤታማ የፊት ገጽ በማዘጋጀት የጋዜጣውን ውጤታማነት ለማሻሻል ምን መደረግ አለበት ይላሉ?

8 ለዋና አዘጋጆች

- የዜና ምርጫ ወይም ፍሬሚንግ ላይ ለፊት ገጽ የሚሰጠው ትኩረት/መስፈርት ነው የምትመርጡት? የእለቱን የመክፈቻ ዜና የምትመርጡበት መስፈርት ምንድን ነው?
- አንባቢን ታሳቢ ያደረገ የይዘት ምርጫ ለፊት ገጽ ታደርጋላችሁ ወይ?
- የዲዛይን ማንዋል አላችሁ ወይ፣ ምን ያህል ይታወቃል በምን ትመራላችሁ?
- የትኛውን አይነት የፊት ገጽ አደረጃጀት ነው የምትጠቀሙት፣ ለምን ፎርማቱ?
- በፎርማቱን እንዴትና በምን መርህ ነው የምትወስኑት፣ መቼ እና እንዴት?
- አሁን ላይ እየተለመደ የመጣውን የነጠላ ቲም ፎርማት አጠቃቀማችሁ ምን ይመስላል?
- ከነጠላ ቲም ወይም ባለ አንድ ታሪክ የፊት ገጽ ጋር ሆነ ከሌሎች ጋር የውስጥ ገጽ መጠቀሚያዎችን ስትጠቀሙ አይታይም ለምን ሆነ?
- የፊት ገጹን በይዘትና በዲዛይን ለማሳደግ እና ሳቢ ለማድረግ ምን ቴክኒክ ትጠቀማላችሁ?

- ባብዛኛው የምትጠቀሙት የርእስ አይነት የቱ ነው? ለምን?
- ስንት ዜናዎችን በፊት ገጽ ትጠቀማላችሁ? በምን መስፈርት ትወስናላችሁ?
- የፎቶ ግራፍ ምርጫ መስፈርታችሁ አሰራር ምንድን ነው፣ ፎቶ ማን እንዴት ይመርጣል? የፎቶ ምርጫችሁ ምን ሂደት ይከተላል? በፊት ገጽ ስንት ፎቶዎችን ትጠቀማላችሁ?
- ከፎቶዎች ጋር ካፕሽን ስቶሪ፣ ከት ላይን የመሳሰሉትን ቴክኒኮች ምን ያህል ትጠቀማላችሁ?
- በፊት ገጽ ላይ ኢንፎ ግራፊክስ በመጠቀም በኩል ያላችሁ ልምድ ምን ይመስላል?
- የይዘት እና የዲዛይን ኤዲተሮች የፊት ገጽ ላይ በልዩ ትኩረት እንዴት ትሰራላችሁ?
- ለፊት ገጽ ብቻ የይዘትና የዲዛይን ኤዲተሮች አሉ ወይ?
- የፊት ገጽ ለጋዜጣው ውጤታማነት አስፈላጊነቱ ታምኖበት ም ያህል በትኩረት ይሰራል፣ ጋዜጠኞቻችሁ እና የዲዛይን ባለሙያዎች ጉዳዮች እንዴት ይረዱታል?
- የዲዛይን ባለሙያዎች እና ኤዲተሮች በዘርፉ ብቃት ያለው ስልጠና የወሰዱ ናቸው ብለህ/ሽ ታምኛለሽ ወይ? የተሟላ ስልጠና በሃገር ውስጥ አለመኖሩ ያመጣው ጉዳት ምንድን ነው?
- በዲዛይንና በይዘት ጠንካራ የሆነ ውጤታማ የፊት ገጽ በማዘጋጀት የጋዜጣውን ውጤታማነት ለማሻሻል ምን መደረግ አለበት ይላሉ?

9 ለይዘት ኤዲተሮች

- የዜና ምርጫ ወይም ፍሬሚንግ ላይ ለፊት ገጽ የሚሰጠው ትኩረት/መስፈርት ነው የምትመርጡት? መክፈቻ ዜናውን የምትመርጡበት መስፈርት ምን ይመስላል?
- አንባቢን ታሳቢ ያደረገ የይዘት ምርጫ ለፊት ገጽ ታደርጋላችሁ ወይ?
- የዲዛይን ማንዋል አላችሁ ወይ፣ ምን ያህል ይታወቃል በምን ትመራላችሁ?
- የትኛውን አይነት (ፎርማቱ፣ ሞጁላር፣ ሆርዞንታል፣ ሲንግል ቲም የትኛውን) የፊት ገጽ አደረጃጀት ነው? የምትጠቀሙት? ለምን?
- በፎርማቱን እንዴትና በምን መርህ ነው የምትወስኑት? መቼ እና እንዴት?
- አሁን ላይ እየተለመደ የመጣውን የነጠላ ቲም ፎርማት አጠቃቀማችሁ ምን ይመስላል?
- ከነጠላ ቲም ወይም ባለ አንድ ታሪክ የፊት ገጽ ጋር ሆነ ከሌሎች ጋር የውስጥ ገጽ መጠቀሚያዎችን ስትጠቀሙ አይታይም ለምን ሆነ?
- የፊት ገጹን በይዘትና በዲዛይን ለማሳደግ እና ሳቢ ለማድረግ ምን ቴክኒክ ትጠቀማላችሁ?
- ባብዛኛው የምትጠቀሙት የርእስ አይነት የቱ ነው? ለምን?

- ስንት ዜናዎችን በፊት ገጽ ትጠቀማላችሁ? በምን መስፈርት ትወስናላችሁ?
- የፎቶ ግራፍ ምርጫ መስፈርታችሁ አሰራር ምንድን ነው? ፎቶ ማን እንዴት ይመርጣል? የፎቶ ምርጫችሁ ምን ሂደት ይከተላል? በፊት ገጽ ስንት ፎቶዎችን ትጠቀማላችሁ?
- ከፎቶዎች ጋር ካፕሽን ስቶሪ? ከት ላይን የመሳሰሉትን ቴክኒኮች ምን ያህል ትጠቀማላችሁ?
- በፊት ገጽ ላይ ኢንፎ ግራፊክስ በመጠቀም በኩል ያላችሁ ልምድ ምን ይመስላል?
- የይዘት እና የዲዛይን ኤዲተሮች የፊት ገጽ ላይ በልዩ ትኩረት እንዴት ትሰራላችሁ? ለፊት ገጽ ብቻ የይዘትና የዲዛይን ኤዲተሮች አሉ ወይ?
- በፊት ገጽ ዲዛይን ስራችሁ ምን ያህል ውጤታማ ናችሁ? አጠቃላይ የጋዜጣው ተነባቢነት ላይ ተጽእኖ ፈጣሪ ዲዛይን ተሰርቷል ብላችሁ ታምናላችሁ? ካልሆነ ምን ጉዳት አደረሰ?
- የፊት ገጽ ለጋዜጣው ውጤታማነት አስፈላጊነቱ ታምኖበት ምን ያህል በትኩረት ይሰራል? ጋዜጠኞቻችሁ እና የዲዛይን ባለሙያዎች ጉዳዮች እንዴት ይረዱታል?
- የዲዛይን ባለሙያዎች እና ኤዲተሮች በዘርፉ ብቃት ያለው ስልጠና የወሰዱ ናቸው ብለህ/ሽ ታምኛለሽ ወይ? የተሟላ ስልጠና በሃገር ውስጥ አለመኖሩ ያመጣው ጉዳት ምንድን ነው?
- በዲዛይንና በይዘት ጠንካራ የሆነ ውጤታማ የፊት ገጽ በማዘጋጀት የጋዜጣውን ውጤታማነት ለማሻሻል ምን መደረግ አለበት ይላሉ?

10 ለግራፊክስ ዲዛይን ኤዲተሮችና ባለሙያዎች

- የጋዜጣው የፊት ገጽ ለአጠቃላይ ለጋዜጣው ተነባቢነት ያለውን ፋይዳ እንዴት ይረዱታል፤ በፋይዳው ምን ያህል ግምት ውስጥ አስገብታችሁ ትሰራላችሁ?
- የፊት ገጽ ቅንብር የምትሰሩበት ማንዋል አላችሁ? ምን መርህ ነው የምትከተሉት? የተደራጀ አሰራር አለው ወይ? ከሌለ ወይም ካልተጠቀማችሁበት ምን ችግር ፈጥሯል?
- የፊት ገጽ ቅንብር ላይ ዲዛይን ስትሰሩ አንባቢን ታሳቢ ያደረገ ስራ ትሰራላችሁ ወይ?
- የፊት ገጽ ዲዛይን ላይ ከይዘት ኤዲተሮች ጋር በቅንጅት እና ከሌሎች ገጾች በልዩ ትኩረት እንዴት እየሰራችሁት ነው?
- የትኛውን አይነት የዲዛይን ፎርማት ተጠቅማችሁ ነው የምትሰሩት/ሞጁላር፤ ሆሪዞንታል፤ ሲንግል ቲምለምን?
- በፎርማቱን እንዴትና በምን መርህ ነው የምትወስኑት? መቼ እና እንዴት?
- አሁን ላይ እየተለመደ የመጣውን የነጠላ ቲም ፎርማት አጠቃቀማችሁ ምን ይመስላል? ብዙም ስትሰሩበት አይስተዋልም ምክንያቱም ምንድን ነው?

- ከነጠላ ቲም ወይም ባለ አንድ ታሪክ የፊት ገጽ ጋር ሆነ ከሌሎች ጋር የውስጥ ገጽ መጠቀሚያዎችን ስትጠቀሙ አይታይም ለምን ሆነ? (ሄራልድ ይህን በሳምፕል ጊዜው ውስጥ አንድም ጊዜ አልተጠቀመም፡፡ለምን?)
- የፊት ገጹን በይዘትና በዲዛይን ለማሳደግ እና ሳቢ ለማድረግ ምን ቴክኒክ ትጠቀማላችሁ?
- የፎቶ ግራፍ ምርጫ መስፈርታችሁ አሰራር ምንድን ነው፣ ፎቶ ማን እንዴት ይመርጣል? የፎቶ ምርጫችሁ ምን ሂደት ይከተላል? በፊት ገጽ ስንት ፎቶዎችን ትጠቀማላችሁ? (ሄራልድ ባብዛኛው የመታወቂያ የሚመስሉ ፎቶዎችን በፊት ገጹ ይጠቀማል ለምን; ብዙዎቹ ካፕሽን ስቶሪ የላቸውም? ከት ላይን የላቸውም ምክንያቱ ምንድን ነው? በገጹ ላይ የሚፈጥረው አሉታዊ ተጽእኖ እንዴት ትረዱታላችሁ?)
- ከፎቶዎች ጋር ካፕሽን ስቶሪ፣ ከት ላይን የመሳሰሉትን ቴክኒኮች ምን ያህል ትጠቀማላችሁ?
- በፊት ገጽ ላይ አንድ ግራፊክስ በመጠቀም በኩል ያላችሁ ልምድ ምን ይመስላል? (ሄራልድ ይህን ባብዛኛው አይጠቀምም ለምን?)
- የግራፊክስ ባለሙያዎች የትምህርት ዝግጅት የጋዜጣ ስራ ለሚጠይቀው የሌይ አውትና ዲዛይን ስራ ምን ያህል የተስማማ ነው? በስልጠና ረገድ ያለው ሁኔታ በዲዛይን ስራ ላይ ምን ተጽእኖ ፈጥሯል?
- በፊት ገጽ ዲዛይን ስራችሁ ምን ያህል ውጤታማ ናችሁ? አጠቃላይ የጋዜጣው ተነባቢነት ላይ ተጽእኖ ፈጣሪ ዲዛይን ተሰርቷል ብላችሁ ታምናላችሁ? ካልሆነ ምን ጉዳት አደረሰ?
- የጋዜጣው ዋና አዘጋጆች እና ማኔጂንግ ኤዲተሮች የፊት ገጽና ፋይዳ በመረዳት ተገቢው ትኩረት ተሰጥቶታል ብለው ያምናሉ?
- በዲዛይንና በይዘት ጠንካራ የሆነ ውጤታማ የፊት ገጽ በማዘጋጀት የጋዜጣውን ውጤታማነት ለማሻሻል ምን መደረግ አለበት ይላሉ?

Herald issues

1. The Herald, Volume LXXIV. Issue No 179 Saturday 7 April 2018
2. The Herald, Volume LXXIV. Issue No 185 Saturday 14 April 2018
3. The Herald, Volume LXXIV. Issue No 191 Saturday 21 April 2018
4. The Herald, Volume LXXIV Issue No 197 Saturday 28 April 2018
5. The Herald, Volume LXXIV. Issue No 293 Saturday 18 August 2018
6. The Herald, Volume LXXIV .Issue No 299 Saturday 25 August 2018
7. The Herald, Volume LXXIV. Issue No 281 Saturday 4 August 2018
8. The Herald, Volume LXXIV. Issue No 287 Saturday 11 August 2018
9. The Herald, Volume LXXIV .Issue No 287 Saturday 11 August 2018.
10. The Herald, Volume LXXIV .Issue No 125 Saturday 3 February 2018
11. The Herald, Volume LXXIV .Issue No 131 Saturday 10 February 2018
12. The Herald, Volume LXXIV. Issue No 137 Saturday 17 February 2018
13. The Herald, Volume. LXXIV .Issue No 143 Saturday 24 February 2018.
14. The Herald, Volume LXXIV. Issue No 281 Saturday 4 August 2018
15. The Herald, Volume. LXXIV .Issue No 101 Saturday 6 January 2018
16. The Herald, Volume. LXXIV. Issue No 107 Saturday 13 January 2018
17. The Herald, Volume. LXXIV. Issue No 113 Saturday 20 January 2018
18. The Herald, Volume. LXXIV .Issue No 119 Saturday 27 January 2018
19. The Herald, Volume. LXXIV .Issue No 257 Saturday 7 July 2018
20. The Herald, Volume. LXXIV . Issue No 263 Saturday 14 July 2018.
21. The Herald, Volume. LXXIV . Issue No 269 Saturday 21 July 2018
22. The Herald, Volume. LXXIV. Issue No 275 Saturday 28 July 2018
23. The Herald, Volume. LXXIV . Issue No 227 Saturday 2 June 2018
24. The Herald, Volume. LXXIV. Issue No 233 Saturday 9 June 2018
25. The Herald, Volume. LXXIV .Issue No 257 Saturday 7 July 2018
26. The Herald, Volume. LXXIV. Issue No 239 Saturday 16 June 2018
27. The Herald, Volume. LXXIV .Issue No 245 Saturday 23 June 2018
28. The Herald, Volume. LXXIV .Issue No 251 Saturday 30 June 2018
29. The Herald, Volume. LXXIV. Issue No 155 Saturday 10 March 2018

30. The Herald, Volume. LXXIV . Issue No 161 Saturday 17 March 2018
31. The Herald, Volume. LXXIV . Issue No 167 Saturday 24 March 2018
32. The Herald, Volume LXXIV Issue No 197 Saturday 28 April 2018
33. The Herald, Volume . LXXIV . Issue No 203 Saturday 5 May 2018
34. The Herald, Volume . LXXIV . Issue No 209 Saturday 12 May 2018
35. The Herald, Volume. LXXIV . Issue No 215 Saturday 19 May 2018
36. The Herald, Volume. LXXIV. Issue No 221 Saturday 26 May 2018

Reporter Issues

1. The Reporter, Volume. XXII . Issue No. 1126 April 7, 2018
2. The Reporter, Volume. XXII. Issue No. 1127 April 14, 2018.
3. The Reporter, Volume. XXII . Issue No. 1128 April 21, 2018
4. The Reporter, Volume. XXII. Issue No. 1129 April 28, 2018
5. The Reporter, Volume. XXII . Issue No. 1143 August 4, 2018
6. The Reporter, Volume. XXII. Issue No. 1144 August 11, 2018
7. The Reporter, Volume. XXII . Issue No. 1145 August 18, 2018
8. The Reporter, Volume. XXII. Issue No. 1146 August 25, 2018
9. The Reporter, Volume. XXII. Issue No. 1117 February 3, 2018
10. The Reporter, Volume. XXII. Issue No. 1118 February 10, 2018
11. The Reporter, Volume. XXII. Issue No. 1119 February 17, 2018
12. The Reporter, Volume. XXII . Issue No. 1120 February 24, 2018
13. The Reporter, Volume. . Issue No. 1112 December 30, 2018
14. The Reporter, Volume . XXII . Issue No. 1113 January 6, 2018
15. The Reporter, Volume. XXII . Issue No. 1114|January 13, 2018
16. The Reporter, Volume. XXII .Issue No. 1115|January 20, 2018
17. The Reporter, Volume . XXII .Issue No. 1116|January 27, 2018
18. The Reporter, Volume .XXII .Issue No. 1139 July 7, 2018
19. The Reporter, Volume. XXII . Issue No. 1140 July 14, 2018
20. The Reporter, Volume . XXII . Issue No. 1141 July 21, 2018
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22. The Reporter, Volume. XXII . Issue No. 1134 June 2, 2018
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24. The Reporter, Volume . XXII . Issue No. 1136 June 16, 2018
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26. The Reporter, Volume .XXII . Issue No. 1138 June 30, 2018
27. The Reporter, Volume .XXII. Issue No. 1121 |March 3, 2018
28. The Reporter, Volume. XXII .Issue No. 1122 |March 10, 2018
29. The Reporter, Volume . XXII. Issue No. 1123 |March 17, 2018
30. The Reporter, Volume . XXII. Issue. No. 1124 |March 24, 2018
31. The Reporter, Volume . XXII . Issue. No. 1125 |March 31, 2018
32. The Reporter, Volume . XXII . Issue. No. 1130|May 5, 2018
33. The Reporter, Volume . XXII. Issue. No. 1131 |May 12, 2018
34. The Reporter, Volume . XXII. Issue. No. 1132|May 19, 2018
35. The Reporter, Volume .XXII Issue. No. 1133 May 26, 2018
36. The Reporter, Volume XXII. Issue. No. 1147 September 1, 2018

Coding Dictionary

- HE The Ethiopian Herald editor
- HD The Ethiopian Herald designer
- RE The Reporter editor
- RD The Reporter designer
- HE1 The Ethiopian Herald Editor in-chief
- HE2 The Ethiopian Herald deputy editor in-chief
- HE3 The Ethiopian Herald deputy editor in-chief
- HD1 The Ethiopian Herald design head
- HD2 The Ethiopian Herald senior designer
- HD3 The Ethiopian Herald senior designer
- RE1 The Reporter editor in-chief
- RE2 The Reporter deputy in-chief
- RE3 The Reporter deputy in-chief
- RD1 The Reporter design Head
- RD2 The Reporter Senior designer
- RD3 The Reporter senior designer