

Title of Article: Functionality of pictures in selected Nigerian newspapers.

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Abstract

Pictures are a major part of our lives because we are surrounded by them wherever we turn. They have uses ranging from social to official. Almost every printed material has pictures displayed on it in one form or the other, and newspapers are no exceptions. In fact, the newspaper industry is one of the largest users of still pictures. Nevertheless, considering that the newspaper has been plagued from inception with inability to effectively sustain readers' attention, it becomes necessary to examine the increasing trend in the use of pictures. While some are of the opinion that pictures aid readership, others consider them irrelevant. This study, therefore, set out to find out people's perception of the function of pictures. The theoretical foundation of this work was laid on agenda-setting and uses and gratification theories. Both content analysis and survey were used to generate data for this study. For the content analysis, *Punch, The Guardian, Vanguard and This Day Newspapers* were used and a total of 208 respondents participated in the survey. Our findings revealed that most of the pictures analysed centred on economic issues, personalities and politics. We also discovered that majority of the respondents were of the opinion that pictures alone are not adequate as news contents.