



Editorial Design of the Front Page in the Palestinian Tabloid Newspapers: Comparative Discourse Analysis

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Abstract: The purpose of this research is to identify the editorial design of the front-page in the Palestinian tabloid newspapers. For analyzing the results, the researcher used a descriptive approach and discourse analysis method, along with the correlational approach, applying a methodological comparison method, the researcher employed a content tool. The sample of the study included Palestinian tabloid newspapers; researcher chose a random structured sample with 96 published issue for each newspaper. The study carried out during eight years from 2010 to 2017. The results of the study extrapolate that the study sample relied on mixed construction on the front-page by 100%.

Keywords: Design, Front Page, Tabloid Newspapers

1. INTRODUCTION

Newspaper editorial design is one of the most important stages in newspaper production since its establishment, between giving it a special character, and highlighting its identity through the elements of the basic editorial designs, to the preparation processes to have completed issued newspaper, to eventually constitute an attached feature for this particular newspaper.

Newspaper editorial design styles differs from one newspaper to another depending on the newspaper's type. Demonstrating different layouts of different pages in the same newspaper according to the location of those pages. The first page has special layout characteristics that differs from other pages; it is the front-page of the newspaper, attract the reader, and contain the most important features that distinguish it from other newspaper.

Tabloid newspapers distinguished from other newspapers by their content and layout; therefore, this study came to give a clear scientific perception about the nature of the front-page of the Palestinian tabloid newspapers, and to compare between the newspapers of the study.

1.1. Previous Studies

The researchers reviewed a number of the most important previous studies, whether related to the newspaper editorial design, or the tabloid newspaper:

- This study aimed to investigate the reality of the front-page of the Palestinian and Lebanese daily newspapers. It found that the most common forms of headlines used are single titles by Al Ayyam newspaper with a rate of 26.4%, and the right-to-left title in Al-Nahar newspaper at rate of 83.8%, Ashtawi (2018)¹.
- This study aimed to identify to which extent Palestinian daily newspapers are committed to the basic elements of editorial designs, and the relationship of its editorial designs to increase its readers from media experts point of view. The study found that the commitment of the Palestinian daily newspapers to common designs (normal and tabloid cut) was at a high rate of 97.1%. Moreover, the most important elements of the basic design of the newspaper are its size with a rate of 75.2% according to the newspaper readers, Afana (2017)².

- Mohammed (2016) in his study that aimed to investigate the new editorial design (tabloid) in the Egyptian and foreign newspapers appraises its impact on editorial design and designing methods. The study found that the font size in the center of the sample newspaper is not affected by the modern editorial design of the newspaper; most newspapers have one ear, with the exception of the Italian newspaper La Replica³.
- GRUSZYNSKI, AMARAL (2011), in his study, which aimed to evaluate the cover page editorial design of the Brazilian newspaper ZERO HORA for two decades, the study concluded that the giving attention to images and colored backgrounds in the cover page was increasing until it reached its peak in 2010⁴.
- This study aimed to investigate the editorial disdain to the free (tabloid) newspapers in Denmark, the study found that the layout of the study sample is 100% tabloid cut in three editions published in three languages, Ramadan (2009)⁵.
- Najadat (2008), this study aimed to explore the developments in newspapers editorial disdain for Jordanian newspapers immediately after independence. The study yielded that the Palestine newspaper was able to create an independent personality for the newspaper self through its use of promotional titles, broad titles and pictures of various forms⁶.
- Eissa (2003), this study aimed to identify editorial design of the Palestinian university newspapers. The study concluded that the two study samples relied mainly on the tabloid cut. Moreover, they relied on traditional means of separation with a high rate of 76.2%, while reliance on modern means of separation reached 23.8%⁷.

1.2. Study Problem

The study problem is mainly to investigate the nature of the editorial design of the front-page in two newspapers, which assembles the study sample, through illustrating the general construction, the fixed topographic elements and the methods of renovation used to design the front page.

1.3. Importance of Studying

- The scarcity of studies that dealt with the tabloid Palestinian newspapers.
- Lack of studies related to the newspaper's editorial design of the Palestinian press.
- An absence of studies, according to the researcher's knowledge, that dealt with the editorial design of the front page in the Palestinian tabloid newspapers before.

1.4. Objectives of the Study

- Identifies the type of construction used on the front-page editorial design of the study sample.
- Identifies the fixed typographic elements used on the front- page of the study sample.
- Identifies the innovative editorial design trends used on the front-page layout design of the study sample.
- Identifies the technical editorial design foundations of the front- page in the study sample.

1.5. Type of Study, Curricula and Tools

1.5.1. Type of study

This descriptive study aims to describe a particular study as the current study in terms of the general and specific characteristics of topic⁸ in which it describes the contents of the mid-sized newspapers in terms their layout, in addition to the methods and elements used.

2. METHODOLOGY OF THE STUDY

The current study uses two types of curricula:

2.1. The Survey Method

It is considered to be the most appropriate methods used for descriptive research. This method enlists all the methods, procedures and tools used to study the subject and the reveal its characteristics and

variables⁹. It was also used to analyze the content of the media material through the quantitative description and objectivity of the apparent content of communication to reveal what this method wants to inform its audience¹⁰.

2.2. Correlation Method

It studies the relations between phenomena thoroughly to know their internal and external links, and their relationship with other phenomena¹¹. This comparative method, in this sense, counterweighs two or more different cases taking place in a natural context¹².

3. STUDY TOOL

The content analysis form: which reveals information and data that meet the objectives of the study and answers its questions by monitoring the sample of the study.

3.1. The Study Sample

- **Newspaper sample** / the studied society is the Palestinian tabloid newspapers that are published inside the Gaza Strip. The Researcher chose a sample of these newspapers demonstrated by Istiqlal and Al-Resala. These newspapers issued twice a week on Monday and Thursday, except for Istiqlal newspaper, it is issued daily since February of 2018.
- **Time sample** / extended for eight years from 2010 to 2017.
- **Published issue samples**/ the sample used in the study is a random structured sample, and the duration of the course is one month. The first published issue was randomly chosen by draw from the first week in January 2010, and the second published issue of the second week of the following month was the researcher selection, and so on.

It should be noted that Istiqlal newspaper was issued weekly every Thursday during the period from 7/1/2010 until 11/6/2012. Therefore, the researcher preferred to choose the sample during that period in the same way, but by choosing Thursday from the first week in the first month, then the second Thursday in the second week of the second month, and so on.

4. RESULTS

The study presents the most important aspects of the editorial design of the front- page in the study sample, by presenting the results of the study, percentages, frequencies, and compare them with the previous studies.

4.1. The Editorial Design

The following table demonstrates the type of editorial design adopted by each newspaper within the front-page layout design during the study sample period, as follows:

Table1. *The type of design most commonly used in the two study papers*

Newspaper Editorial Design	Al-Resala		Istiqlal		Mainstream	
	Q	%	Q	%	Q	%
Combination of the two types	96	100	96	100	96	100
Vertical	0	0	0	0	0	0
Horizontal	0	0	0	0	0	0
Total	96	100	96	100	96	100

The above table surmises that study samples rely mainly on a combination of the two types of design, when distributing the loads and the topographic weights on their front-page. This is clearly demonstrated by 100%; therefore, that the mainstream of the Palestinian tabloid newspaper is based on its basic editorial design which is a combination of the horizontal and vertical layout design. While analyzing the sample the researcher did not detect any published issue from the sample based on any other type of this construction (see Appendix 1).

These results were consistent with Ashtoy'sstudy (2018)¹³, which manifested that Al-Ayyam newspaper relied on mixing the horizontal and vertical layout designs in the front- page. However, these results disputes with Najadat(2008) findings in which the Palestine-Jordan newspaper relied mainly on the vertical layout design in the front page¹⁴.

4.2. Flag Editing

The following table shows the design changes in the sign and to what extent the stability of the layout during the study period, as follows:

Table2. Shows the changes in sign design in the study samples

Newspaper Flag Editing		Al-Resala		Istiqlal		Mainstream	
		Q	%	Q	%	Q	%
Flag location	Right	96	100	29	30.2	125	65.2
	Middle	0	0	67	69.8	67	34.8
Total		96	100	96	100	192	100
Dimensions Stability	Not changed	93	96.8	92	95.8	185	96.4
	changed	3	3.2	4	4.2	7	3.6
Total		96	100	96	100	192	100
Layout Stability	Not changed	93	96.8	95	99	188	98
	changed	3	3.2	1	1	4	2
Total		96	100	96	100	192	100

4.2.1. Flag Editing Mainstream for Both Newspapers, as Follows

The previous table indicates that the study samples adopted the right side while designing the Flag; therefore, the percentage of using the right side was 65.2%, while the percentage of using the middle of the page header was only 34.8%.

That indicates that the study samples have somewhat stable editorial design dimensions, the stability of both the design and dimensions of the Flag was 98% and 96.4%, respectively, while analyzing 192 published issue the researcher detected only seven changes in dimension and only four changes in the Flag editorial design.

4.2.2. AL-Resala Newspaper

The above table shows the stability of the Flag site at Al-Resala newspaper in the layout design with a full percentage of 100% to the right side of the page header. The analyzed sample did not detect any recurrence in changing Flag location; on the other hand, the Flag dimensions stability in the front-page header is not perfect, which reached 96.8%. Figures suggests that the Flag dimensions changed three time.

Flag dimensions changed in Al-Resala newspaper for the first time in January 2012, from (12x6 cm²), it became (11x5 cm²). The second change in the Flag dimensions in Al-Resala newspaper was in 2013, reaching (9x4 cm²). The third and the final change took place in January 2015, with dimensions of (8x3.5cm²), extrapolating that the Al-Resala newspaper tended to reduce the space of the Flag every time it changes dimensions.

The previous table indicates a change in the Flag design in Al-Resala newspaper three times, for the first time in 2013, the sun shape was removed. The second change was in January 2015, where the pen shape, which was headed by a green flag, was deleted from the design and only kept the name of the newspaper" Al-Resala."

The third and the final change in Al-Resala newspaper Flag design was in the published issued on 13, February 2017, Where the change was related to the 20th anniversary of the newspaper establishment, the newspaper was celebrating by adding number 20 to the Flag and the date of establishment, The Flag continued until 1st March of the same year, and then returned as it has been in the past (see Appendix 2).

4.2.3. Al Istiqlal Newspaper

In the previous table, results shows that Al-Istiqlal newspaper relied primarily on posing the Flag on the center of the front-page header with a rate of 69.8% while posing the Flag on the right of the front-page header reached a rate of 30.2% .

The Flag dimensions in Al-Istiqlal newspaper changed 4 times during the analytical sample period, the first time was on 6, May 2010, the Flag position was moved to the front page center dimensions also changed from (5.5 x 9 cm²) to (13.5x5.5 cm²) .

The second time was in December 2016, it changed from (13.55.5 cm²) to (11.5x5 cm²). The Flag changed for the third time, on 13, February 2017, it returned to its former dimensions (13.5 x 5.5 cm²). As for The last change, dimensions for the published issue on 24, April 2017 became (11x5 cm²).

The above table shows that the stability in the Flag editorial design at the Al-Istiqlal newspaper, which manifested a very high percentage of 99%. The Flag design has completely changed only once during the analytical sample period in the published issue on 24/4/2017, (See Annex 3).

4.2.4. Comparison between the Two Newspapers

Al-Resala newspaper was committed to its own Flag design more than Al-Istiqlal-newspaper, where the study sample did not reveal any repetition indicating Flag location changing in Al-Resala newspaper. The Flag is placed at the right side of the front- page header, while Istiqlal newspaper varied its use for the Flag between the center and right of the front-page header. Al-Resalah newspaper had more stability with the Flag dimensions than the Istiqlal newspaper. The study sample detected three changes in Al-Resala newspaper Flag dimensions compared to four changes in Istiqlal newspaper; while Istiqlal newspaper had more stability in the Flag design than Al-Resalah newspaper.

The Flag design in the study sample has changed in Al-Resala newspaper three times, unlike Istiqlal newspaper, which has changed its Flag design only once. This study confirms the findings of the Najadat (2008) study, which approves the changes in designing the Flag for Palestine newspaper whether in its location, dimension, or design.

4.3. Ear Design

The following table shows the Ear designing techniques in the study sample during the period of analytic study, as follows:

Table3. Show the Ear design techniques and to what extent it is used in the study sample

Newspaper Ear design		Al-Resala		Al- Istqlal		Mainstream	
		Q	%	Q	%	Q	%
The Ear usage	One Ear	92	95.8	75	78.1	167	87
	No Ear	4	4.2	9	9.4	13	6.7
	Two Ears	0	0	12	12.5	12	6.3
Total		96	100	96	100	192	100
Location of the Ear	lift	92	100	28	32	120	67
	right	0	0	47	54	47	26.3
	Both sides	0	0	12	14	12	6.7
Total		92	100	87	100	179	100

4.3.1. Mainstream of the study sample

The above table shows that the two study samples depend primarily on using one ear at the left of the front-page header. The percentage of using one ear in the study sample was 87%, which is considered a high percentage. To illustrate; the ear used at the left of the front- page header in the study sample is 67%, while the percentage of using the two ears in the study sample and not using the ear is 6.3% - 6.7% respectively; therefore, these are very small percentages. The percentage of using the ear on the right header of the front- page is 26.3%, which is an average percentage.

4.3.2. Al-Resalah Newspaper

The results presented in the previous table indicate that Al-Resala newspaper primarily used one ear on its front- page, at a very high rate of 95.8%, while the study sample did not detect any repetition of using two ears in Al-Resala newspaper. The analyzed study sample observed four recurrences of not having an ear at all with a rate of (4.2%). Finally, Al-Resala newspaper has completely adopted the location of the ear position at the left of the front-page header with a frequency of 100%, (see Appendix 4).

4.3.3. Al-Istiqlal Newspaper

The previous table showed that Al-Istiqlal newspaper relied primarily on the use of one ear with a rate of 78.1%, while the rate of using two ears reached 12.5%, on the other hand the percentage of not using ears in the newspaper's front-page is 2.4%. However, ear usage at the right side of the front-

page header with a rate of 54 %, left ear in front-page header occupied the second place by 32%, while Istiqlal newspaper used both sides of the front –page header to display the ears by 14%(see Appendix 4).

4.3.4. Comparison of the two newspapers

The results explain the superiority of Al Istiqlal newspaper on Al-Risala newspaper in the use of the ears. The letter used only one ear in all study samples. Al-Risala newspaper was more stable and consistent while using one ear on the left side of the front- page header. On the other hand, Al Istiqlal newspaper used left, right side and both sides in front- page header while placing the ear. Researcher detected 9 recurrences of not using an ear at all in Al-Istiqlal newspaper and only 4 times in Al-Resala newspaper.

These results are compatible with the findings of Mohammed's study (2016)¹⁵, revealing that all the newspapers sample relied primarily on the use of one ear only on the front page, except for Italiana newspaper. On the contrary, these results differ with the findings of Ashtoy's study (2018)¹⁶, which declares that the Lebanese newspapers Al-Nahar and Palestinian newspaper Al-Ayaam were fully dependent on the use of the ears on both sides of the head of the page with a rate of 100%.

4.4. Innovative Methods for Front- Page Editorial Design

The following table shows the percentages and frequencies of the use of innovative methods in designing the front-page of the study samples, as follows:

Table4. *Illustrates the use of innovative methods in designing the front-page of the study samples*

Newspaper Innovative Methods	Al-Resala		Al-Istiqlal		Mainstream	
	Q*	%	Q*	%	Q**	%
Appealing titles	95	99	59	61.4	154	80.2
Indexes and signals	95	99	45	46.8	140	73
Advertisement in the ear	66	68.7	15	15.6	81	42
Cover page design	37	38.5	20	21	54	33.3
The published issue content in the ear	15	15.6	49	51	57	29.6
Editorial material in the ear	11	11.4	23	24	34	17.7

*Total number =96

*Total number =96

** Total number = 192

4.4.1. The Mainstream of the Study Samples

The previous figures indicate that the mainstream of the study samples adopted using appealing titles rating 80.2% together. The use of indexes and signals comes in second place with 73%, while employing of advertisement in the ear, cover page design, and the published issue content in the ear came in third place with close percentages of 42.1%, 33.3%, and 29.6%, respectively. The last place was the use of editorial material in the ear by a small percentage of 17.7%. ,(See Appendix 6).

4.4.2. Al-Resala Newspaper

The above table shows that the appealing titles, indexes, and signals were the most Innovative methods for front- page editorial design used of Al-Resala newspaper with a rate of 99% for each of them. The second in term of use Innovative methods for front- page editorial design of Al- Resala newspaper was Advertisement in the ear with a rate of 68.7%. In the third place, cover page design with a rate of 38.5%. Where the use of the published issue content in the ear and Editorial material in the ear came in the last rank at 15.6% and 11.4%, respectively.

4.4.3. Al Istiqlal Newspaper

Al-Istiqlal newspaper relied primarily on the appealing titles as an innovative method for front- page editorial design, with a usage rate of 61.4%, followed by advertisement in the ear and the use of indexes and signals at 51% and 46.8%, respectively. While in the third place was the use of editorial material in the ear by 24%, while the last place was taken by the Cover page design and the use of advertisement in the ear at rates of 21% and 15.6% respectively.

4.4.4. Comparison of the two Newspapers

Al-Resalah newspaper excelled in its use to display the contents of the published issue in the ear and to use editorial material in the ear as an innovative method in designing. While Al-Resala excelled on Istiqlal newspaper in the use of the appeals titles, indexes and signals, the designing the front-page as a magazine cover and the use of advertisement in the ear as an innovative method of design for the first page.

These findings are compatible with the findings of Muhammad's study (2016) that newspaper construction affects the extent to which the newspaper relies on the newspaper's cover design¹⁷.



Figure1. The mixture between the two types (horizontal and vertical) in the construction type used



Figure2. Shows the change in design and dimensions in Al-Resala newspaper's Flag.



Figure3. Shows the change in design and dimensions in Istiqlal newspaper's Flag



Figure4. Shows the use of one ear at the left of the front-page header in Al-Resala newspaper



Figure5. The location of the ear layout and the extent of its use in Istiqlal newspaper



Figure6. Illustrates the use of innovative methods in designing the front-page of the study samples

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