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FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

DEPARTMENT OF MASS COMMUNICATION

PROGRAMME: BSC MASS COMMUNICATION

COURSE: Magazine Management and Production

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MAGAZINE: A HISTORICAL AND GENERAL VIEW

Were it left for me to decide whether we should have a government without newspaper or newspapers without a government, I should not hesitate for a moment to prefer the latter – **Thomas Jefferson.**

The above classical statement by Jefferson, one time president of America succinctly shows the place of the print media in the society. Despite being among the oldest in the mass media category, newspapers and magazines exert some influence in the society that people look on to them not only for the news of the day, but informed opinions on topical issues.

Meaning of Magazine and Newspaper

A newspaper is defined as “an unbound publication issued at regular intervals, which presents information in words, often supplemented with pictures” (Sadman et al., 1976 in Okunna and Omenugha, 2012). According to Alozie (2009, p.4), a magazine is a printed publication that compiles news and various types of information covering recent and historical events. Unlike newspapers, magazines typically have a weekly or monthly publishing schedule. They are characterized by their refined packaging, binding, smaller dimensions, and the inclusion of in-depth, meticulously researched news stories that delve deeper into the background of events.

Magazine: How it began

The origins of magazines can be traced back to the late 17th century in Europe when publications like "The Gentleman's Magazine" and "The Spectator" gained popularity. However, the concept of magazines as we know them today began to take shape in the early 19th century.

In Nigeria, the history of magazines can be dated to the early 20th century. The first notable magazine in Nigeria was "Iwe Irohin," which was established in 1859 by Reverend Henry Townsend, an Anglican Priest. This magazine, titled "Iwe Irohim fun awon Ara Egba ati Yoruba," aimed to spread the gospel and promote literacy among the Egba-speaking people and Yorubas.

The early magazines in Nigeria combined cultural, political, social, and religious commentaries to engage readers and address various aspects of society. Some of the early Nigerian magazines included "The Nigeria Gazette"

(established in 1900), "The Nigerian Magazine" (established in 1927), "The African Challenge" (established in 1947), "The Drum" (established in 1964), "The African Mirror" (established in 1960), "Spear" (established in 1961), "Lagos Life" (established in 1972), "New Breed" (established in 1972), and "Times International" (established in 1974).

These early magazines laid the groundwork for the development of the Nigerian magazine industry. However, it was the emergence of "Newswatch" in 1984 that marked a significant turning point. "Newswatch," led by a team of Nigerian journalists including the late Dele Giwa, revolutionized magazine publishing in Nigeria by introducing cutting-edge investigative journalism.

Since then, magazines in Nigeria have continued to evolve, providing readers with in-depth analysis, commentary, and news coverage on a wide range of topics. Today, magazines play a vital role in the media landscape, offering readers a diverse range of content and perspectives,

EVOLUTION OF MAGAZINE IN NIGERIA

The evolution of magazines in Nigeria traces back to 1859 when Reverend Henry Townsend, an Anglican Priest, established the inaugural newspaper named "Iwe Irohim fun awon Ara Egba ati Yoruba," which translates to "Newspaper for the Egba-speaking people and Yorubas" (Tador, 1996). This newspaper was founded with the purpose of spreading the gospel and promoting literacy among the populace. It encompassed cultural, political, social, and religious discussions in its content to engage the readers. The advent of Iwe Irohin spurred the creation of subsequent publications, which later served as platforms for nationalists to challenge colonial rule.

In contrast to newspapers that played a significant role in Nigeria's political landscape from an early stage, magazines initially had a lower profile. It was not until the early 1970s that magazines gained prominence within the media industry. According to Nwabueze (2011), some of the early magazines included The Nigeria Gazette (established in 1900), The Nigerian magazine (established in 1927), The African Challenge (established in 1947), The Drum (established in 1964), The African Mirror (established in 1960), Spear (established in 1961), Lagos Life (established in 1972), New Breed (established in 1972), and Times International (established in 1974), among others.

While some of these magazines had short lifespans and limited impact, the emergence of Newswatch in 1984 marked a pivotal moment in Nigerian magazine publishing. Led by the late Dele Giwa and a team of Nigerian journalists, Newswatch pioneered cutting-edge investigative journalism. Presently, weekly magazines are eagerly anticipated for their in-depth analysis of news stories and events, offering readers insights into the news behind the news.

ORGANISATIONAL STRUCTURE OF A MAGAZINE

Organisational Chart of a Magazine

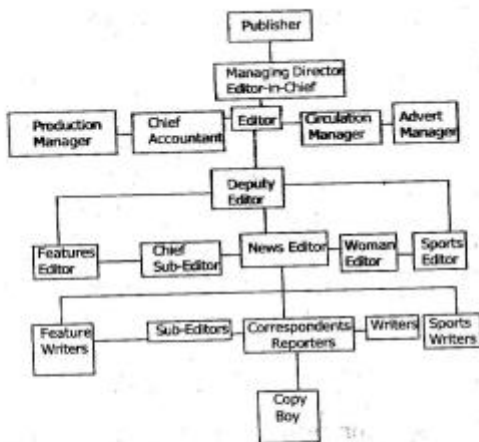


Fig. 1.1: The Organisational Chart of a Typical Print Media Culled from Sambe & Nyitse (2003)

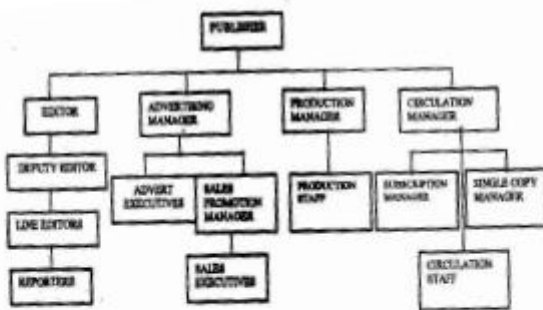


Fig. 1.2: The Organisational Chart of a Typical Print Media Culled from Nwabueze (2011)

DEPARTMENTS IN A MAGAZINE HOUSE

A magazine house typically comprises several departments responsible for various aspects of producing and publishing a magazine. Here are some common departments found in a magazine house:

1. **Editorial Department:** This department is responsible for creating the content of the magazine. It includes editors, writers, and journalists who research, write, edit, and proofread articles, features, interviews, and other written materials.
2. **Design and Layout Department:** This department handles the visual aspects of the magazine, including layout, graphics, typography, and overall design. Graphic designers, layout artists, and art directors work together to create visually appealing and cohesive magazine layouts.
3. **Photography and Illustration Department:** This department is responsible for sourcing or creating visual content such as photographs, illustrations, and graphics to accompany articles and enhance the overall design of the magazine.
4. **Production Department:** The production department oversees the technical aspects of producing the magazine, including printing, binding, and distribution. Production managers, printers, and technicians work to ensure that the magazine is printed and delivered to readers on time and in good quality.
5. **Advertising and Sales Department:** This department handles advertising sales, partnerships, and sponsorships. Advertising sales representatives, account managers, and marketing professionals work to secure advertisements and promotional content for the magazine.
6. **Marketing and Public Relations Department:** This department is responsible for promoting the magazine, building brand awareness, and managing public relations. Marketing managers, PR specialists, and digital marketers work to attract readers, subscribers, and advertisers.
7. **Digital and Online Content Department:** With the rise of digital media, many magazine houses have a department dedicated to online content creation, social media management, website maintenance, and digital publishing.
8. **Finance and Administration Department:** This department manages the financial and administrative aspects of the magazine house, including budgeting, accounting, payroll, human resources, and legal compliance.
9. **Research and Fact-Checking Department:** Some magazine houses have a dedicated team for conducting research, fact-checking articles, verifying sources, and ensuring the accuracy and credibility of the content published in the magazine.

ROLES AND FUNCTIONS OF PRINCIPAL OFFICERS OF MAGAZINE HOUSE. REFER TO YOUR NOTE ON NEWSPAPER MANAGEMENT AND PRODUCTION

CLASSIFICATION OF MAGAZINES

In-house Magazine:

An in-house magazine is made by a company for its workers or members. It has news, updates, company policies, and employee profiles. A Nigerian example is "Dangote Digest," created by the Dangote Group for its employees.

Professional Magazine:

A professional magazine is for people in a specific job or industry. It talks about news, trends, and ideas related to that job. An example in Nigeria is the "Nigerian Medical Journal," which focuses on medical research and practices for healthcare professionals.

Consumer Magazine:

A consumer magazine is for the general public and covers various topics like lifestyle, entertainment, and news. Nigerian examples include "Genevieve Magazine" for lifestyle and fashion, "Complete Sports" for sports news, and "ThisDay Style" for entertainment and lifestyle content.

Classification of Consumer Magazines According to Subject Matter:

General Interest Magazine:

These cover a wide range of topics appealing to many people. Nigerian examples are "The Guardian Life" and "True Tales" magazines, which cover news, politics, lifestyle, and more.

Soft Sell Magazine:

These focus on lifestyle, entertainment, and trends, with subtle ads. Nigerian examples are "City People Magazine" for entertainment and lifestyle, and "Ovation International" for high-profile events and celebrities.

Sports Magazine:

These focus on sports news, events, and athlete profiles. Nigerian examples are "Complete Sports" and "The Sports Bay," which cover football, basketball, and other sports news.

News Magazine:

These delve into current events, politics, and social issues with in-depth analysis. Nigerian examples include "The Economist Nigeria" and "The News Nigeria," covering global and local news, politics, and economics.

MAGAZINE PRODUCTION.

The heart of the magazine lies with the production department because it is the power house for the design and perfection of the magazine outlook (cover design) and content. Production entails sub-editing, inner pages design and layout in a chorographical presentation that holds the readers. It involves deployment and application of eagle's eyes to detect errors of grammar, syntax, logical sequence, punctuations and precise usage of words. Subeditors as the internal goal keepers against errors must certify the accuracy of the script, news or features, picture captions or art work chosen to add colour, depth and visual appreciation of the reports or articles. It is equally the duty of the sub-editors to sniff out slander libel or defamation and other legal challenges out of all scripts, News or features, advertorials or core advertisement.

HOUSE STYLE

House style is the character or identity of a magazine. It deals majorly with the physical look of the magazine such as page make-up, headline casting, byline writing, advert placements. Generally just like editorial policies, house styles are not static they evolve overtime based on trends and improved technology.

For instance the outlook of ovation magazine have changed overtime based on the advancement in technology.

Apart from good command of English Language, every magazine or newspaper has its own house style particularly in the choice of language and spellings. The most common are: (a) British and American language and spellings with light variations in Canada, Kenya, Uganda, South Africa models of English Language. In Nigeria, the British and the America models are commonly used when any of the two is chosen, sub-editor must ensure that synergy flows in all the scripts and captions from cover to cover except for entertainment and children magazine that permits the use of slangs outside this, the use of slang is strictly prohibited.

The house style spelt out in details the model adopted by a newspaper house or magazine. Even in the use of dates, some prefers the date-day-month-year approach i.e. 22nd Monday April 2013 while others prefers day-date-month-year model i.e. Monday 27th March 2013.

Some accept drop cap in the first letter of the opening paragraph or the introductory paragraphs to both news and features stories others do not.

In most Nigeria newspapers number from 1 – 11 are usually written in words while in some others figures are used throughout not minding whether or not it is in the units.

Generally, note that house style is not only concerned with grammar spellings or general English Language usage, it ensures uniformity in and conformity by all scripts. The parlance is, where in doubt, consult the house style book. Apart from pen, rule, slides and set squares used for accurate subbing into available before the computer revolution, every subeditor must be armed with the house style book like the Bible or Quran to Christians and Muslims. The style books also list the type faces and character usable for headlines, captions and text; Times Romans, Time New Roman, Arial Black, Arial Round, Bauhaus 93, Algerian, Calibri, etc.

Mission Statement

Every newspaper or magazine has a mission. This is what such a newspaper or magazine intends to achieve in the society. This mission is often encapsulated in one or two sentences and published in the first or maiden edition.

For instance, Daily Sun Newspapers, one of the national newspapers in Nigeria, has as its mission's statement: ***To practice journalism in the classical newspaper tradition of presenting the news and features in an exciting style, with impact, objectivity and appeal that generate returns to all stakeholders: The society, the investors and the practitioners.***

The society, the investors and the practitioners. This mission statement is so important to The Sun newspapers that it is published daily in the editorial page. Once seen by the staff, they remember their promise to the people.

Editorial Policy

Editorial policy are the unwritten dos and don'ts of any magazine outfit. It is seemingly similar to House style but has a distinct difference. While house style deals with physical things such as the way a particular publication cast its headlines, the page make-up, placement of its logo, giving background to a story etc. Editorial policies are not rigid or static they change from time to time based on the owner's interest, government policies, economic policies and much more. Before any story is written or any editing is done or any advert is published, the editorial policy of such magazine outfit must be considered such that stories, advert and other newspaper content must conform to the editorial policy of the magazine house.

Concept of Gate Keeping

The concept gate-keeping came out of the work of White (1950). The author argues that information flows along certain channels in media organisation. These channels, he added, contain "gate areas" where decisions are made by the gate-keepers as to whether the information will be allowed to pass through. In newspapers and magazines, these are different stages of gate-keeping, each manned by a gate-keeper.

Factors affecting Gate-Keeping In magazine

In journalism, the choice of a story should be dependent on news values and objectivity however, reporters and editors have distinct characters which gives them identity of their own. These identities and innate cultural beliefs have a way of affecting their news judgement and selection. According to Agbanu (2013), there are certain factors that influence news selection. Some of these factors include:

Individual ideology and Idiosyncrasies

Ownership Interest

Economic Considerations/Advert Interest

Legal and Ethical considerations

News Holes

Editorial Policy/House Style

Readers' Interest

Activities of Competitors

News Values/ Determinant of news

Pressure Group Activities

COPY FLOW

The reporter does the leg-work as the first gate-keeper covers newsworthy events and other assignments given to him/her by the editor and delivers same to the editor through other personnel in the editorial chain. In the process, the copy passes through many media gate-keepers who make inputs so that the copy will conform to the organisational houses style, news value, ethics and legal standards.

This is an inviolable production chain line. Once the chain is broken at a point the whole production process will be at jeopardy. Every department is therefore seized with a copy-flow chart.

The flow chart recognizes pages that may be advance/advance, advance late edition pages. Most features are treated as Advance/Advance pages i.e. they can be prepared at least 4 – 5 days ahead of the publication date accept news feature or news analysis with inflexible production deadline similar to the newspapers. Advertisement, advertorials and special projects fall into this category of pages.

The second class on production copy flow is the advance pages before the introduction of simultaneous printing by virtually all newspapers in the at least three major cities. There used to be what is called the first and second editions.

The first editions are copies sold in far distance areas from the newspaper house while the second editions are sold in areas where copies can be delivered to the market in less than four hours after production.

However, this is strictly applicable to newspapers. Magazine have the luxury of time and more flexible deadlines but care must be taken to ensure diligent compliance with production deadline. The market day for every magazine is fixed and time flows unnoticed and suddenness may confront a careless editor.

The pagination and size of magazine should be factored into the copy flow chart while commissioning of photographs, arts and designs should be done in advance so that the picture art/designs can match the story. Some of the times, pictures may be off mark and have to be retaken. Sometimes illustration or caricatures may not reflect the character in the story and may have to be reworked. Though computer has made all this easy but possible failure of any machined must be factored into every aspect of production dead line.

COPY EDITING

Beyond the crossing of the “Ts” and dotting of the “Is”, the subeditors power of words and language usage must be near to perfection concise, precise and appropriate. It should be possible, according to Jenny Mckay for a subeditor to reduce a script of about 1500 word to just 1000 or at most 1100 with the eliminations of dangling modifiers, excessive use of adjectives, stress and possible exaggeration which does not harm the script if removed.

As custodian of accuracy and factuality, subeditors, professionally, are empowered with the use of the ‘blue’ or ‘red’ pencils on any script even if they were written by English Language experts, professors or even the Editor-in-Chief of the newspaper. All scripts must “bleed” on the desk of a subeditor so much that reporter will not only learn the art of crafting story with the usage of precise words but will some of the times be amazed by the rewrite of their stories.

According to Jenny McKay (2005), when readers enjoy a good news story or feature article they never realize the unseeing hands of the unsung heroes that made the reading pleasurable to them, rather the credit is given to the owner of the byline below the headline in the newspaper or magazine.

Alozie (2009) opines that The designers are the second categories of unsung heroes. The aesthetic combinations of pictures colour and art works that beautifies the magazine from cover to the inner pages are the work of the designers. The editorial content, particularly the head story must be reflected by the cover. What type of picture, graphics art works and data layout that will bring the best outlook for the magazine is usually the goal of magazine and newspaper designers. The headlines/captions must be totally reflective and the choice of pictures or art works that must go together to complete the task of producing a market friendly by magazine/newspaper is a joint decision of the topmost member of the editorial and production team. It cannot and should not be a one man affair. Even at that, it is always a challenging task to agree on the lead head line. The production editor may come up with two or three suggestions and all will be thrown out. It takes deep reflection and inspiration to craft a good head line but for those who have spent years doing the same thing over and over it comes in a jiffy and melodramatically to a beginner or less experience hands on the production desk. Some of the greatest production men of all times in Nigeria include Pa Mac Alabi, late Terry Agbelemoge, Lade Bonuola, (A.K.A LADBONE)Femi Kusa, late Doyin Mahmud, Sola Odunfa, Innocent Adikwu and Dayo Sobowale. All of them were men of the art of production with the highest level of efficiency comparable to what is available in the best newspaper IN Europe

What subeditors deals with on a daily basis can be called, in an absolute sense, “Raw Materials” or semi raw materials because the news, features, sports, business, etc. must have had preliminary review of the scripts. It is usually pardonable for errors to escape the eyes of the new/features or other line editors, but it usually blue murder if it escapes the eyes of a sub-editor.

Nwabueze (2011) added that every Magazine have different editors working towards the same goal which include:

Editing for facts

Editing for style

Editing for grammar and spellings

Editing for defamatory and unethical material

Writing of headlines and captions

Layout design/page planning.

Design and Make-up of Magazines

Designing and creating a magazine involves a myriad of elements that come together to create a cohesive and visually appealing publication. One crucial aspect is the choice of typefaces and their varying point sizes. Typefaces play a significant role in setting the tone and style of a magazine, whether it's a sleek and modern look or a classic and elegant feel. Different point sizes help to create hierarchy and guide the reader's eye through the content, emphasizing headlines, subheadings, and body text effectively.

Space budgeting is another essential consideration in magazine design. It involves allocating space for various elements such as text, images, captions, and white space. White space, in particular, is vital for maintaining readability and preventing the layout from appearing cluttered. Proper space budgeting ensures a balanced and visually appealing composition.

PRINCIPLES OF DESIGN

Balance ensures that the elements on each page are distributed evenly, creating a sense of stability and visual equilibrium.

Rhythm refers to the flow and movement created by repeating elements such as columns, headlines, or images throughout the magazine.

Unity is achieved by maintaining a consistent design theme and style across all pages, creating a cohesive look and feel. Contrast, on the other hand, involves using differences in color, size, or shape to highlight key elements and create visual interest.

Harmony ties everything together, ensuring that all design elements work together harmoniously to deliver a unified and engaging reading experience.

PAGE MAKE-UP IN A MAGAZINE

Generally, the design and make-up of magazines require careful planning, attention to detail, and a deep understanding of design principles to create visually stunning and engaging publications.

Vertical make-up involves arranging content in a top-to-bottom fashion, suitable for traditional reading formats.

Horizontal make-up arranges content from left to right, ideal for landscape-oriented designs or digital formats.

Symmetrical make-up creates a balanced layout with mirrored elements on either side, while asymmetrical make-up introduces dynamic and unexpected compositions by placing elements off-center or in irregular patterns.

PRODUCTION STAGES IN MAGAZINE

Magazine production involves several stages that collectively bring a publication to life. Throughout these stages, coordination among editorial, design, production, and distribution teams is crucial to ensure a smooth and successful magazine production process. Each stage contributes to delivering a high-quality and engaging magazine to readers.

Pre-Press Activities

Content Planning: This stage involves conceptualizing the magazine's theme, determining the content mix, and planning articles, interviews, features, and advertisements.

Editing and Proofreading: Editors and proofreaders review content for accuracy, grammar, style, and consistency. They also ensure adherence to the magazine's tone and voice.

Design and Layout: Graphic designers and layout artists create the visual elements, including page layouts, typography, images, and graphics. They collaborate with editors to ensure text and visuals complement each other.

Preparation for Printing: Finalized content and designs are prepared for printing, including converting files to appropriate formats, color correction, and preparing print-ready files.

Press Activities

Plate Making: In offset printing, images and text are transferred to printing plates. This process involves exposing light-sensitive plates and developing them to create the printing plates used on the press.

Printing: The printing press transfers ink from the plates onto paper, creating the magazine's pages. Modern presses can handle large volumes with high-speed and precision.

Quality Control: During printing, quality checks are conducted to ensure color accuracy, registration (alignment of colors), and overall print quality meet the standards set during pre-press activities.

Post-Press Activities:

Collation: Printed sheets are collated or assembled in the correct order to form the magazine's pages.

Insertion: inserting pages into each other. Additional elements such as supplements, promotional materials, or subscription cards are inserted into the magazine.

Wrapping: Magazines may be wrapped in protective packaging, especially for mailing or distribution to subscribers.

Circulation/distribution: The final stage involves distributing the magazines to subscribers, retailers, or wholesalers. This may include mailing, delivery to newsstands, or digital distribution.

PHOTOGRAPHS AND CARTOONS IN NEWSPAPERS AND MAGAZINES

1. Visual Engagement :
 - **Attention-Grabbing:** Readers are more inclined to pick up the magazine and interact with the content when they see well-taken photos and cartoons.
 - **Breaking Monotony:** The magazine is simpler to read and more aesthetically pleasing when huge text passages are broken up with cartoons and images.
2. Improvement of Storytelling:
 - **Emotional Connection:** Images have the power to arouse feelings in the viewer and offer a

visual story that enhances written content, forging a stronger bond with the audience.

- **Illustrative Power:** Cartoons and pictures have the ability to make difficult concepts more approachable and comprehensible. They can also infuse the content with personality and humor.

3. Appeal and Brand Identity:

- **Consistent Style:** A magazine can stand out from the competition and draw in a particular readership by using cartoons and photos to create a visual identity and appeal.

- **Cultural Reflection:** By expressing the magazine's culture, tone, and editorial position, they foster a devoted following that shares its aesthetics and ideals.

4. Information delivery can be facilitated by the use of visual aids such as infographics, charts, and pictures, which can efficiently synthesize and convey information, hence improving reader comprehension and retention.

- **Emphasizing Key Points:** Cartoons and images can draw attention to and accentuate important ideas or points, which helps to strengthen the articles' overall message.

5. Promotion and Income:

- **Attractive Magazines for Advertisers:** When looking to position their adverts in visually appealing and highly read periodicals, advertisers find more attraction from visually appealing magazines.

- **Product Showcasing:** Good photos have a direct impact on advertising revenue and are essential for fashion spreads, lifestyle articles, and product features.

6. Interactive Experience :

- **Reader Interaction:** Drawings and photos frequently encourage readers to ponder, contemplate, or even laugh, which improves the reading experience as a whole.

- **Social Media and Sharing:** Vibrant photos and amusing cartoons have a higher chance of being shared on social media, which expands the magazine's audience and impact.

GUIDELINES FOR PHOTO SELECTION IN NIGERIAN MAGAZINES

1. Relevance to Content

- **Subject Matter Alignment:** Ensure the photos directly relate to the article's topic and enhance the reader's understanding of the content. For example, "Guardian Life" should choose images that align with the lifestyle topics discussed in their articles.

- **Contextual Appropriateness:** The images should be contextually appropriate, supporting the narrative or theme of the piece.

2. Quality

- **Resolution:** High-resolution images are necessary to maintain clarity and detail in print and digital formats. For instance, "Vanguard Allure" needs high-resolution images for their fashion features to showcase clothing details effectively.

- **Composition:** Look for well-composed images with balanced elements, proper framing, and effective use of space. "Genevieve Magazine" should prioritize well-composed images for their editorial spreads.

3. Aesthetic Appeal

- **Visual Impact:** Choose photos with strong visual impact that can attract and hold the reader's attention. For example, "Complete Fashion" should select visually striking images for their fashion editorials.
- **Color and Lighting:** Opt for images with good lighting and color balance to enhance visual appeal and readability. "TW Magazine" should ensure photos in their lifestyle section have pleasing color schemes and adequate lighting.

4. Emotional Resonance

- **Emotional Connection:** Select images that evoke the intended emotions, whether it be joy, curiosity, empathy, or contemplation. "BellaNaija Weddings" should choose images that evoke happiness and celebration for their wedding features.
- **Human Elements:** Photos featuring people can create a stronger emotional connection, making the content more relatable. A magazine like "Ovation International" should include human elements in their event coverage to connect with readers emotionally.

5. Authenticity and Ethics

- **Authenticity:** Ensure the images are authentic and accurately represent the subject matter. Avoid overly staged or manipulated images. For example, "City People Magazine" should prioritize authenticity in their celebrity photoshoots.
- **Ethical Considerations:** Respect privacy, avoid stereotypes, and ensure images are used ethically, especially when depicting sensitive subjects.

THINGS TO CONSIDER WHEN EDITING A PICTURE

1. Basic Adjustments

- **Cropping:** Crop images to improve composition, focus on the main subject, and remove any distracting elements.
- **Exposure and Contrast:** Adjust exposure and contrast to ensure the image is clear and visually appealing.
- **Color Correction:** Ensure colors are true-to-life and vibrant, correcting any color imbalances.

2. Enhancement

- **Sharpening:** Enhance the sharpness of the image to make details more pronounced.
- **Retouching:** Minor retouching to remove imperfections, but avoid over-editing to maintain a natural look.

3. Contextual Editing

- **Integration with Layout:** Edit images to fit seamlessly into the magazine's layout, ensuring they complement the text and other design elements.

- Text Overlay: Ensure any text overlay on images is legible by adjusting image brightness and contrast as needed.

4. **Ethical Editing**

- Truthfulness: Avoid misleading edits that alter the reality of the image. Maintain the integrity of the photograph.
- Consent: Ensure any retouching or use of images involving people is done with their consent and in a respectful manner.

LEGAL ISSUES IN PHOTO SELECTION

1. Copyright Infringement

Ensure you have the proper rights and permissions to use any photo. This may involve purchasing stock photos, obtaining a license, or getting explicit permission from the photographer or image owner. For instance, a Nigerian magazine like "City People" must ensure that all images used in their articles are licensed or have permission from the original photographer. Properly credit the photographer or source of the image if required by the license agreement. For example, a fashion magazine should credit the photographer for any editorial photoshoots.

2. Model Releases

Obtain a model release form from individuals who are recognizable in photos. This legal document grants permission to use their image for publication. For instance, "Genevieve Magazine" should secure model releases for all individuals featured in their fashion spreads. For photographs of minors, ensure that a parent or guardian signs the release form. A children's magazine like "Kiddies Digest" must obtain parental consent before publishing photos of children.

3. Privacy Rights

Avoid using photos of people in private settings without their consent. Public figures and events in public spaces typically have lower expectations of privacy. For example, "The Guardian Nigeria" should be cautious about using images taken inside private homes without permission. Be cautious when using images from sensitive situations (e.g., hospitals, crime scenes) and ensure you have proper consent and context. For instance, a news magazine covering a hospital story must get consent from patients or their families before using their images.

4. Defamation

Ensure that the use of images does not defame or harm the reputation of individuals depicted. Misleading captions or context can lead to defamation claims. For example, a tabloid like "The Sun" should avoid publishing images with captions that misrepresent the individuals in the photos, potentially causing harm to their reputation.

5. Trademark Issues

Avoid using images that contain recognizable brand logos or trademarks without permission, as this could imply endorsement or infringe on trademark rights. For instance, a Nigerian business magazine should avoid publishing photos with visible brand logos in articles about competing brands without obtaining proper permissions

ETHICAL ISSUES IN PHOTO SELECTION

1. Manipulation and Misrepresentation

Avoid manipulating images in a way that misrepresents the subject matter, including excessive editing that alters the truth of the photograph. For example, a Nigerian magazine should avoid altering photos of political figures to make them appear more favorable or unfavorable. A situation where this could arise is during election periods when magazines might be tempted to edit images of candidates. If an image has been significantly altered, be transparent with your audience about the modifications. An instance of transparency could be a Nigerian lifestyle magazine clearly indicating when a cover photo of a celebrity has been digitally enhanced to alter their appearance.

2. Respect and Sensitivity

Ensure that images respect the dignity of individuals and groups, avoiding stereotypes and offensive depictions. For instance, a Nigerian magazine should avoid using images that depict ethnic groups in a stereotypical manner, such as only showing certain tribes in contexts of poverty or conflict. Be mindful of cultural contexts and avoid using images that could be culturally insensitive or inappropriate. A practical example is a fashion magazine ensuring that models wearing traditional Nigerian attire do so respectfully and accurately, avoiding misuse or misrepresentation of cultural symbols.

3. Contextual Integrity

Use images that accurately represent the context of the story, avoiding mismatching images that could mislead readers about the nature of the content. For instance, using a photo from a different protest to illustrate an article about a local demonstration in Lagos would mislead readers. Ensure that captions accurately describe the images and do not convey misleading information. An example is a Nigerian news magazine providing clear and truthful captions for images from events like the End SARS protests, ensuring readers understand the context and significance of each photo.

4. Social Responsibility

Consider the potential social impact of publishing certain images, especially those depicting violence, suffering, or controversial subjects. For example, a Nigerian magazine should carefully consider the impact of publishing graphic images from regions affected by Boko Haram insurgency, balancing the need to inform the public with the potential harm to the victims and viewers. Balance the need for compelling visuals with the responsibility to avoid harm and respect

the subjects of the photos. A practical example is a Nigerian magazine opting to use less graphic images or applying discretion when covering sensitive topics like communal clashes or violent protests, similar to how Vanguard or The Guardian Nigeria might handle such content.

RECOMMENDED TEXTBOOKS/MATERIALS

Nwabueze, C. D. (2011). Magazine and Newspaper Management and Production: An Introductory Text. Owerri: Topshelve Publishers

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