Investigating the multiple perspectives of newspaper photographs and election coverage by Telugu newspapers: A systematic review

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Abstract
This systematic review aims to investigate the multiple perspectives portrayed in newspaper photographs and election coverage by Telugu newspapers during the 2019 elections. A systematic review approach was employed to analyse relevant literature and studies focusing on the subject. Data were extracted and analysed to identify patterns and trends in the portrayal of multiple perspectives. The analysis reveals a party-centric approach in the coverage of politics and development during the 2019 elections. The coverage of national and state parties takes precedence over regional parties, and local parties receive limited attention. Telugu newspapers also demonstrate a focus on national and international issues, indicating a desire to provide a broader perspective to readers. The systematic review highlights the skewed approach and biases observed in newspaper photographs and election coverage by Telugu newspapers. The findings underscore the party-centric nature of the coverage and raise concerns about media pluralism and the representation of diverse voices. Suggestions are made to promote objectivity, provide fair coverage to all parties, and acknowledge the contributions of regional parties.
Keywords: Newspaper, photographs, elections, political coverage

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I. Introduction

Newspaper photos have a crucial role in influencing public perceptions and attitudes at a time when visual communication and media impact are more significant (Hall, 2019). Voters become influenced, and general conversation is largely shaped by how political issues and politicians are portrayed visually, especially in the framework of election coverage (Hameleers & Vliegenthart, 2020). Telugu remains one of the most extensively spoken languages in South India, and Telugu newspapers are important sources of information and news for the Telugu-speaking community (Babu, & Manjunath, 2018). This review article examines several perspectives offered by newspaper images in the context of Telugu newspapers' election coverage. This research targets to offer a thorough knowledge of the function and effects of visual representation in Telugu newspapers throughout elections by thoroughly evaluating the body of available literature. The assessment covers an extensive variety of topics, such as the images' subjects, compositions, framings, and supplementary textual segments. Newspaper photos not only document particular events but also have the power to express feelings, prejudices, and political objectives. The public's views and political results are greatly influenced by the way political issues and politicians are aesthetically represented in election coverage (Babu, & Anita, 2022). This analysis provides insight on the core visual narratives and views on politics displayed by Telugu newspapers during election campaigns by evaluating the various viewpoints given through images.

It is necessary to examine the current corpus of literature in a systematic way to comprehend the visual stories of Telugu newspapers. This study uses a systematic review process to find and evaluate pertinent scholarly articles, research papers, and other publications. Relevant research was chosen using a thorough search technique, and data were analysed to identify trends, similarities, and differences in how election-related topics are portrayed in Telugu newspapers (Babu, & Anita, 2020). The results of this systematic research further the scholarly conversation on political reporting in Telugu newspapers, media impact, and visual representation. Additionally, the findings offer insightful information to media professionals, decision-makers, and scholars interested in comprehending how visual representation influences the public's perception during elections (Babu, & Anita, 2020; Babu, & Anita, 2022). This study aims to promote a better educated and involved citizenry by highlighting the value of critically analysing newspaper images and their impact on the democratic process.

II. Literature Review

2.1 Study on the perspectives of election coverage in the Telugu newspaper

Numerous studies examined the newspaper's stories regarding political interference and the election's significance. The many election laws have a big impact on the electoral process in this nation. (Jeffery, 2007) looked at the political and electoral implications of the media transformation and the diplomatic advancement of 'Hindu' magazines. A democracy uses the media and other forms of mass communication to hold elections. People must have access to enough information about the party, viewpoints, candidates, and the electoral process itself to be able to take part in a democratic election and make an informed choice. Furthermore, during the most recent elections in 2004, 2009, and 2014, academics performed various studies on various topics. The electoral defeat of the TDP and the reelection of the Congress were two factors that Srinivasulu (2004) considered when studying the 2004 elections. The study looked into the reasons why the TDP failed. According to the report, "the fundamental themes of the legislative and the TDP are used to characterise crisis vs development. It has been highlighted that the issues raised by the opposition political groups during the 2009 elections created a confusing picture. Voters believed that several of the issues brought up by political parties were not important to them and that these subjects had little influence on their decisions, according to the national election research from 2009.

Before the advent of digital electronic media, political information had been spread primarily through the two streams of print media and direct human interaction. Even if there was a larger circulation of newspapers in former times, a sizeable portion of the general population was still excluded since they could not afford newspapers due to their lack of literacy (Tewksbury & Althaus, 2000). As an outcome, instant interaction with the public became important. That featured public discussions about politics where politicians could participate or candidate debates and question-and-answer sessions at gatherings. Along with door-to-door campaigning by campaigners and party workers, banners and posters by various political parties assisting in reaching out to voters are also used to support the election process. However, these techniques' importance has significantly diminished in advanced nations with established electronic media. Election canvassing still heavily relies on political events and one-on-one encounters with candidates. Despite extreme poverty, the press and media continue to play a significant role in disseminating political information. Even if rural communities lacked direct access to external media and press, the information created by the private media continues to be distributed and possibly reach remote voters. Because of this, even while word-of-mouth represents the main source of political information, the press considerably increases the amount of information disseminated across society (Kübler & Goodman, 2019). Communications and the mainstream media are very important, and this greatly impacts the way nations conduct their elections. Press coverage and widespread communication have the ability to influence election results.

Murthy (2013) states that newspapers devote a large amount of their funding to political reporting. The country's biggest political parties regularly affected the reporters' rumour mill with their political group swings, nasty campaigning, and numerous allegations against one another. Cooperative politics were implemented into the federal government in 1989 due to a dramatic change in the political environment. New political parties emerged due to the need to meet regional demands. Journalism started addressing regional issues due to national parties focusing on such topics. The emphasis on state-related subjects in the editorials of four daily newspapers was thus determined by reviewing the research initiatives carried out between 1993 and 2013. According to Murthy's analysis of four newspapers, politics controlled the editorial sections of the English-language daily in Andhra Pradesh in 1995. The Indian Express and Hindu, in contrast to Telugu periodicals, mostly focused on national issues. The English press highlighted the national classification despite the Telugu Desam party capturing the state poll. Additionally, the search turned up articles from 2013 by Murthy & Vijay Kumar and Murthy & Ramdas that examined numerous newspaper articles for political and election-related material. For instance, Murthy (2001) found that The Andhra Jyothi (34.8%), Eenadu (30.8%), Hindu (30.6%), and Indian Express (28.5%) included more than 25% of the election news. According to Naresh's (2011) survey, political news was covered more than 35% of the moment in four newspapers. "The Andhra Jyothi (34.2%), Eenadu (30.9%), Chronicle (25%) and Hindu (24.2%)" all reported on politics and political acts attracting close to 25 per cent and higher, according to a 2013 poll by Murthy and Vijay Kumar. Political news accounted for over 15% of the five English-language newspapers analysed by Murthy and Ramdas (2013): "The Deccan Chronicle (18.8%), The Hindu (18.4%), Statesman (17.3%), The New Indian Express (16.8%), and the Times of India (14.3%)". Using content analysis, a number of academics have examined the role that newspapers play in publicising political and electoral news. Murthy (2013) investigated editorials published in articles from The Andhra Jyothi, Hindu, Eenadu, and Deccan Chronicle between 2009 and 2013 before the 2014 general election. The study assessed the editorial weighting of local and national issues in the four publications. Newspaper articles published at the time tended to be more concerned with local issues than with national ones. The Hindu, a national daily, published 291 editorials on national issues and 37 on state-specific topics. The literature mentioned above examines the viewpoints offered in Telugu newspapers' election coverage. It emphasises how crucial it is to assess media biases, different points of view, and visual components like images to shape public opinion and comprehend the complicated nature of political processes.

2.2 Overview of previous research on newspaper photographs and election coverage

Researchers have been interested in how newspaper pictures influenced public opinion and political discourse during election coverage. An overview of earlier studies that looked at the function and effects of newspaper images in the context of campaigns is given in this section. The study includes research done in various geographic settings, showing the value of visual communication in election discussion. Previous studies have demonstrated the effectiveness of newspaper images in framing political issues and politicians. Smith and Ezegwu (2017) discovered that photographs were essential in establishing the vision and opinions of candidates in their study on the coverage of the U.S. presidential election in newspapers. Researchers found that readers' emotional reactions and views of candidates' trustworthiness and wellness for office were impacted by the selection of photographs, framing strategies, and accompanying captions.

Numerous studies have examined how newspaper images potentially reinforce and reflect political presumptions. Ahmed (2017) found biases in the selection and depiction of candidates in publications with various political allegiances while examining media coverage of the 2014 Indian general elections. Researchers discovered that publications associated with particular political organisations tended to publish photographs that more favourably depicted their favoured candidates while disregarding or portraying competing candidates adversely. It has additionally investigated how newspaper images' visual signals and composition affect readers. Cushion et al. (2018) examined newspaper photographs covering the UK general elections as part of research looking at how readers understand election news based on visual framing. They discovered that readers' impressions of political parties and candidates were impacted by visual signals, such as the appearance of flags or emblems. In order for viewers to analyse the visual components of election coverage critically, the authors emphasised the need for media literacy instruction. Research has also looked at how various communities and social groupings are portrayed in election-related newspaper photos. During the national elections in Bangladesh, Chowdhury (2014) looked at how minority communities were portrayed in the country's print media. The researchers found differences in how various communities are portrayed visually, with marginalised groups frequently receiving less coverage or being portrayed in a stereotyped or biased way. Such depictions may influence public opinion and aid in the marginalisation of some communities.

Studies have also looked at how emotionally appealing newspaper images are then used to cover elections. Lippi et al., (2020) found that emotional photographs were used in studies of Australian newspapers' coverage of federal elections to elicit compassion or empathy for particular individuals or political parties. Researchers placed a strong emphasis on the role that emotional appeals have in affecting readers' political opinions and voting choices. There is a limited database of studies that is especially focused on the Telugu newspaper setting, even though previous research has offered insightful information about the function of newspaper images in election coverage. By analysing the many viewpoints offered through newspaper images in the setting of election coverage by Telugu newspapers, this systematic review seeks to fill this knowledge gap. This study aims to advance the understanding of media impact and visual communication among the Telugu-speaking community by synthesising the available literature and examining visual reports, political biases, and the function of photographs in forming public opinion. Previous studies have emphasised the important role that newspaper images have in election coverage, including how they frame candidates, reinforce prejudices, use visual composition methods, portray various populations, and evoke emotions. However, such an insignificant amount of study has particularly examined the Telugu newspaper context. By examining the many viewpoints offered through newspaper images in Telugu newspapers during elections, this systematic research seeks to address this gap.

2.3 Study on the impact of photographs on news coverage of elections

The influence of WhatsApp-distributed photos on the elections in Brazil and India was examined by (Reis et al., 2020). A prominent WhatsApp misuse involves using several changed images and memes to propagate various bogus stories. Researchers gathered much information for this study from public WhatsApp groups and websites managed by fact-checking organizations. Election campaigns in two contexts—2018 Brazil and 2019 India—are notorious for spreading misleading information online. The academic community is introduced to a fresh dataset in the publication that includes fact-checked phone images circulated for both events over WhatsApp (Reis et al., 2020). WhatsApp is a key tool for distributing news and accusations during the elections; images of the news and rumours are commonly sent as photos. Researchers focus on the period leading up to the 2019 Indian general elections as they study a significant collection of politically oriented WhatsApp groups from all throughout India. After categorising samples of randomly selected and widely shared photos, researchers found that most shared images fell into three categories, with 13% known to contain misinformation. Although popular images may be evaluated to see if they include incorrect information using machine learning approaches, these methods are susceptible to content changes over time (Garimella & Eckles, 2020).

The use of pictures, often known as news photographs, are forms of communication that are essential to the dissemination of news in print media. Visuals convey serious issues like the expansion of Boko Haram in

Nigeria. Although research has been done on textual information reporting on Boko Haram, there hasn't been much done on visual news coverage of the organization. This research project examines the media portrayal of the Boko Haram rebellion. The systematic review study methodology examined the news photographs from four major newspapers. Categories were created based on relevant visual analysis literature. A quantitative approach was used to analyse the visual content of newspapers. In a multiethnic country like Nigeria, the significance of the data and findings for information distribution was examined by (Odoemelam et al., 2015). The 2016 political race's primary two contenders might be seen in news photographs. The individual's perception theory is used in this study to analyse 1,183 newspaper photographs of the two front-runners in the 2016 presidential election. The findings showed that Hillary Clinton and Donald Trump's images throughout the 2016 presidential election showed statistically significant differences, with Clinton being depicted more favourably than Trump (Dahmen, 2020).

2.4 Key concepts and theories related to media representation and visual communication
Evaluating the function and effects of newspaper photos in influencing political discourse and public opinion requires a thorough understanding of the ideas of visual representation and media.

Media Representation
The term "media representation" describes how people, organisations, events, and problems are represented in media texts, including images. Stuart Hall's encoding/decoding paradigm is a well-known theoretical framework in media representation (Hall, 1997). This theory contends that media makers encode their communications with intended meanings and that viewers interpret these signals considering their particular social, cultural, and emotional contexts. This procedure emphasises the probability of many interpretations and the wrangling over meaning in media portrayals.

Visual Communication
Understanding how visuals might impact audiences and communicate messages is known as visual communication. The ability of pictures to convey emotions, ideas, and social values is emphasised in visual communication theories. According to Roland Barthes' semiotic theory (1977), images, including pictures, are made up of signals that have meanings (Butchart, 2016). To understand how these indicators, transmit certain meanings and alter viewers' views, codes like colour, composition, and symbols were used to analyse them.

Framing Theory
The study of framing theory examines how news organisations emphasise specific characteristics of situations or problems, affecting how viewers view them. The idea of frame analysis was first put out by Erving Goffman in 1974, and it contends that media frames serve as interpretative frameworks for audience knowledge. Framing theory contributes to understanding how visual factors, such as composition, cropping, and captions, influence viewers' perceptions of political events, candidates, and problems in the setting of newspaper images and election coverage (D'Angelo, 2019).

Agenda-Setting Theory
According to the agenda-setting concept, the media significantly affect public opinion by deciding which subjects receive coverage and how to prioritise them. Agenda-setting theory emphasises how the selection, popularity, and repetition of visual images affect how the public perceives political candidates, events, and policy concerns (McCombs & Shaw, 2014). This is especially true in the context of newspaper photography and election coverage. The visual personality of photographs provides them with effective agenda-setting tools because they attract attention and generate powerful emotions.

Representation and Power
Visual communication considers how power and media representation are related. Cultural studies-influenced academics contend that dominant ideologies and political processes alter media depictions. One such scholar is Stuart Hall (1997). Newspaper images can marginalise some populations and advance particular interests while reflecting and reinforcing economic, political, and social inequalities. Understanding visual communication's larger social and political ramifications requires analysing how newspaper images depict power relations (Hepworth, 2016).
The fundamental ideas and theories surrounding media representation and visual communication serve as a framework for examining the function and influence of newspaper images in influencing political debate and public opinion. Researchers can critically assess how newspaper photographs affect audience interpretations and contribute to creating social and political meaning by understanding the representation of media, visual communication, setting up, agenda-setting, and the connection between representation and power.

2.5 Existing studies on multiple perspectives in media portrayal of elections

Several researchers have examined how the media presents various viewpoints on political issues and politicians during elections. Patterson (2016) looked at several news sources, including newspapers, in researching media coverage of the 2016 U.S. presidential election. Researchers discovered that they provided conflicting narratives, representing various political views and appealing to different audience groups. This study emphasises the importance of evaluating media coverage from several sources to comprehend the multiple viewpoints available. Studies have also investigated the influence of media biases on the portrayal of elections. In their research on media coverage of the 2019 Indian general elections, (Rao, 2019) examined news reports and photographs from well-known newspapers. Researchers witnessed inconsistencies in how various political parties and candidates were portrayed, which suggests the existence of biases in line with the editorial views of the publications. These findings highlight the need to critically analyse media portrayals to identify underlying biases that potentially influence voter perceptions and choices. Additionally, studies have examined how the media might influence elections by promoting underrepresented viewpoints and voices. Vidal Correa (2020) examined news stories and photographs from top newspapers for research on the presence of female candidates in press coverage of the 2018 Mexican presidential election. They discovered that coverage of female candidates was lower than that of the male candidates, indicating a lack of different viewpoints in the media's coverage of elections. This research emphasises the value of equal representation and media diversity in promoting democratic engagement.

It has also been investigated how visual components, such as images, might help portray various viewpoints during elections. Downing and Ahmed (2019) noted variations in candidates' organising, composition, and representation across multiple newspapers examining newspaper images from the 2017 French presidential election. Researchers discovered that images highlighted certain storylines connected to each candidate and represented political prejudices, adding to the various viewpoints in the media's election coverage. Studies have also examined how social media might provide opposing viewpoints during elections. Chowdhury et al., (2021) used user-generated material in their research on how Twitter was used during the 2020 U.S. presidential election to examine the variety of political opinions. Researchers discovered that Twitter users expressed a broad variety of viewpoints, contradicting the prevailing narratives in traditional media. This research emphasises the democratic advantages of social media by enabling the expression of various views during election campaigns. Overall, the research emphasises the value of examining how elections are reported in the media to comprehend the many viewpoints conveyed to viewers. The need of doing a critical analysis of media biases, inclusiveness, and the impact of visual components such as newspaper images are emphasised by this research. Researchers thoroughly grasp the complex media environment surrounding elections by considering various sources, political views, and marginalised perspectives.

III. Methodology

3.1 Research Design

This study uses a systematic review technique to examine the various viewpoints depicted in newspaper photographs in the context of Telugu media's election coverage. A comprehensive and systematic investigation of the available literature is possible with a systematic review, synthesising the results of appropriate investigations to give a thorough overview of the research issue.

3.2 Research Objective

Examining and analysing the varied viewpoints presented in newspaper photographs connected to election coverage in Telugu newspapers is the main goal of this study. The study's objectives are to recognise and classify the many viewpoints in the photographs, investigate potential biases, and comprehend how visual aspects influence the public's perceptions during campaigns.

3.3 Search Strategy

A systematic and detailed search technique was used to find appropriate research. Google Scholar, academic databases, and Telugu newspaper archives were used as electronic databases. To establish a wide search scope, keywords associated with newspaper images, election coverage, Telugu newspapers, and diverse views were combined.

3.4 Inclusion and Exclusion Criteria

Studies that examined how Telugu newspapers portray election coverage through newspaper photographs, studies that examine various perspectives, biases, or visual components related to election coverage, and studies that were published in peer-reviewed journals, conference proceedings, or academic sources all met the criteria for inclusion in the systematic review. Studies concentrating on different media platforms or languages were not included.

3.5 Data Extraction and Synthesis

Data extraction includes methodically gathering pertinent information from chosen studies, such as the author's names, the year of publication, the setting of the study, the sample size, the research techniques, the main

conclusions, and the theoretical frameworks used. The many viewpoints discovered in the newspaper images were compiled and categorised to determine patterns, trends, and recurring themes.

3.6 Data Analysis and Interpretation
A qualitative content analysis was used to examine the data and conclusions that were gathered from the included studies. The many views represented in the newspaper images were identified and categorised using thematic analysis approaches. The analysis investigates commonalities, differences, and potential biases among the research. The detected themes and patterns were then evaluated to offer insights into the various viewpoints in Telugu newspapers' media portrayals of the elections.

IV. Results and Discussion

4.1 Themes in newspaper photographs and election coverage
The identified themes from the previous studies and systematic review are as follows:
1.   Political Affiliation: According to Haim and Jungblut (2021), the photographs reflect the political curves or prejudices of the Telugu media by positively or prominently portraying various political parties or politicians.
2.   Candidate Portrayal: Depending on the viewpoint or agenda of the publication, the images portray various candidates in various ways, emphasising either their strengths or shortcomings (Barrett & Barrington, 2005).
3.   Event Coverage: The photographs document many parts of electoral events, such as gatherings, statements, or public discussions, offering a variety of viewpoints on the general climate, popular support, or criticism surrounding the campaigns (Patterson, 2016).Emotional Appeal: The photographs evoke different emotions in viewers, portraying candidates or events in a manner that elicits sympathy, admiration, or even skepticism, influencing the readers' perceptions and opinions (Detenber et al., 2001).
4.   Issue Focus: Reflecting the aims and interests of the newspapers, the images highlight several election-related problems or themes, such as governance, development, social justice, or regional concerns (Babu & Anita, 2020).
5.   Community Representation: The photographs depict various communities, areas, or social groupings in connection to the elections, underlining the newspaper's emphasis on inclusion or specific community concerns (Parrott et al., 2019).
6.   Visual Composition: The images make use of several visual elements, such as framing, lighting, and angles, which can affect how viewers understand and feel about the scenes that were photographed (Babu & Anita, 2020).
7.   Editorial Bias: The images support or contradict particular political beliefs, policies, or narratives depending on the editorial attitude of the media (Babu & Anita, 2022).

4.2 Analysis on the impact of photographs on the 2019 elections
        The frequency and direction of photographs assigned to various categories in Telugu newspapers during the 2019 elections were examined using content analysis (Babu & Anita, 2020). The discussion highlights how politics and development are extensively covered during elections, although in a biased manner determined by the preferences and agendas of the media. The study considers that although Sakshi, controlled by the opposition YSRCP party, presents a skewed viewpoint favouring their party, publications like Eenadu and Andhra Jyothi, regarded as sympathetic to the Telugu Desam Party (TDP), prefer to offer favourable coverage to its supporters. This party-centric strategy results in coverage that is primarily favourable for supporting parties and unfavourable for opposing parties. Telugu newspapers cover both domestic and foreign subjects, despite being local and vernacular. However, not every political parties are given equal emphasis, with parties like the Congress and the BJP receiving little attention. The directional analysis highlights the need for positive journalism by predicting a move from more unfavourable news to a mix of neutral and favourable items. According to the research, political reporting in Telugu media has become more polarised, whereas neutral periodicals like Vartha have adopted a more balanced stance. This polarisation raises concerns regarding the objectivity and fairness of election-related media coverage. The Telugu newspapers' preference for positive news images over negative ones calls into doubt the impartiality and fairness of their reporting. It implies a propensity to represent political parties and politicians favourably, which may impact the public's view and voting behaviour. This prejudice in the selection and depiction of images may marginalise some parties or people while fostering a positive image for others. Concerns regarding media plurality and the depiction of other viewpoints are raised by the scant attention given to some political parties, such as Congress and the BJP. The availability of various points of view and spirited discussion are essential components of a functioning democracy. Therefore, it is essential for media sources to cover all political parties fairly and equally, promoting a lively and inclusive political conversation. The results also highlight the potential for positive media, which places an emphasis on development, solutions, and happy stories. This strategy can support the development of media literacy and civic engagement among the public. Telugu

newspapers can play a transformational role in influencing public debate and establishing a healthy democratic atmosphere by moving towards a more impartial and upbeat attitude. Overall, the results indicate a party-centric strategy in Telugu publications, influencing the frequency and direction of photos assigned to different categories. According to the research, media outlets must provide fair and balanced reporting, offer a range of viewpoints, and put the public good ahead of partisan objectives (Babu & Anita, 2020).

The imbalanced attitude and opinions of Telugu newspapers in their coverage of politics and development during elections are highlighted by the study (Babu, & Anita, 2022). The newspapers appear to have their own agendas and links to particular political parties. Sakshi is associated with the YSRCP, the major opposition to the Telugu Desam Party (TDP), whereas Eenadu and Andhra Jyothi are considered empathetic to the TDP. This connection affects how the TDP, YSRCP, and its supporters are covered in the media. One interesting discovery is coverage's preference for national and state parties over regional ones. Local parties receive less coverage, and those of associated parties sometimes eclipse their actions. This pattern makes portraying and exposing regional parties in the media more problematic. Telugu newspapers show great attention to national and international concerns while being regional and conversational. This implies a willingness to provide their readership with a wider viewpoint. To adequately represent the local community's interests, it is vital to strike a balance and guarantee that regional parties' activities and local concerns are covered. Several recommendations may be made based on the findings obtained to promote democracy and the content: Initially, the reporting in the publications should aim for objectivity and fairness. To give voters accurate and fair information, the pattern of prejudice and disparity should be avoided. A better democratic process will result from a more educated electorate as a result of this. Second, giving other political parties the attention, they deserve in addition to the larger national parties is crucial. Regional parties should receive proper coverage instead of being reduced to the position of cynical observers. The recommendations made include embracing independence, giving regional parties fair coverage, and appreciating the actions of all active political parties to develop democracy and enhance media representation. Telugu newspapers support a more inclusive and fair media environment by implementing these suggestions, which generate an educated electorate and advance democratic principles (Babu & Anita, 2022).

Babu and Anita (2022) analysed how photographs in Telugu media affected the 2019 elections in their study. The study shows that the publications' inclinations and political party connections have a biased approach and party-centric coverage. The results show that national and state parties are given precedence over regional parties, which raises questions regarding media pluralism. There are suggestions for enhancing impartiality, covering all parties fairly, and recognising the value of regional parties in advancing democracy.

V. Conclusion

The comprehensive analysis of all perspectives in newspaper photos and the way Telugu newspapers covered the 2019 elections exposes the present party-centric attitude and prejudices. The findings draw attention to the unbalanced reporting caused by the publications' political inclinations and party connections. While Sakshi, owned by the opposition YSRCP party, presents a biased viewpoint favouring their party, Telugu Desam Party (TDP) supporters tend to receive favourable coverage from Eenadu and Andhra Jyothi. These two publications are affiliated with the TDP. The data shows that national and state parties are prioritised over regional parties, which raises questions regarding media pluralism and the portrayal of many viewpoints. Local parties receive less publicity, and the actions of associated parties sometimes cast a shadow on their reporting. Although regional and informal, Telugu newspapers also concentrate on national and worldwide problems to provide readers with a wider viewpoint. To achieve a balance, it is necessary to ensure adequate coverage of regional party activities and local concerns, which is essential to advancing the community's interests. The assessment makes various suggestions for enhancing media coverage and bolstering democracy. Newspapers should prioritise objectivity and impartiality over all else, working to eliminate prejudices and give readers factual information without bias. Getting beyond a party-centric perspective, all political parties, especially local ones, need fair and comprehensive coverage. To promote a varied and inclusive political discourse, it is also crucial to recognise the initiatives and efforts of active parties. The results also show the possibility for good journalism, emphasising fixes, advancements, and positive stories. Telugu newspapers can play a transformational role in influencing public debate and establishing a healthy democratic atmosphere by moving towards a more impartial and positive tone. The systematic review highlights the significance of analysing the various viewpoints in newspaper images and election coverage overall. The study presents insightful information on the prejudices and preferences that affect media coverage of elections. Telugu media could promote a more inclusive, knowledgeable, and democratic community by solving these problems and implementing the mentioned ideas.

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