Picturing Presidents in Conflict Times

A Content Analysis of Photographs in CNN

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Abstract

This study analyzes the depiction of the presidents of the great nations during the conflict times in CNN (Cable News Network) website. The present study will depend on a great extent on the visual framing theory in order to be able to identify the frames that appeared in the visual coverage of those presidents, according to the presumption of veracity that readers ascribe to the role of photographs in producing the meaning. Therefore, this study will be considered very timely.

The analysis is meant to focus on explaining how the international website presented the pictures of those presidents and how they are visually framed (involved or not, interacting or not… etc.). Also, the analysis will be based on (position of presidents focused or unfocused "foreground, background", camera angle, types of shots… etc.).

This study fills a gap in research, as framing scholarship lacks studies on visual elements related to framing.

The study will depend on the Survey method which is considered one of the most important basic research methods in Social Sciences.

The sample of the study will be about CNN, as the researcher found that this website is rich with photos related to the event to be analyzed, the study will analyze a period of three months.

The issue of interest is given the current political situation in the world, and the international reaction towards different events.

A systematic analysis was conducted on visual coverage of the presidents of great nations.

A website is analyzed, which is CNN (Cable News Network). The recent political unrest in the world provided an opportunity to examine differences in how visuals of the presidents were presented to the audience.

Introduction:

From a neuroscience perspective, the human brain is geared toward visual rather than verbal information processing. Sight is the most sophisticated human sense; it sends information faster throughout the nervous system than any other sense, the basic recognition and emotional response to images occurs well before registering in our consciousness. Science has discovered that the human or perceptual system does not readily distinguish between visual stimuli originating from either the physical or the mediated world (Miller J., 2013).

Based on the widely accepted premise that the (social) world cannot be comprehended by individuals in its entirety, and that mass media can make a substantial contribution to our knowledge about this world, communicators and journalists are confronted on a daily basis with questions such as what sort of information they select, how saliently they present single elements of specific issues, and what kind of problem definition or interpretation they suggest to their audience. Others distinguish between issue-specific news frames, meaning frames

that are suited only for specific issues, and generic frames applicable to various topics and cultural contexts. (Christian von Sikorski, Thomas Schierl, Carsten Möller, and Kai P. Oberhäuser, 2012).

Pictures are important for political news comprehension; camera perspectives are integral for considering the construction of political reality and effect that how politicians are perceived by public through media. Evidence suggests that photographs influence the public's perception of a president news pictures which play an integral role in the formation of opinions about politicians. They are used to gauge credibility, attract, and hold attention and stir emotions (Mullen L., 1997).

When considering visual communication and photojournalism, one should distinguish the practice of photojournalism from other areas of photography, recognizing its particular context and accepted uses. To understand news photographs, we need to be aware of both the constraints and routines of those involved in the various stages of production, and the wants and expectations of the readers. 'What is photojournalism commonly supposed to be? Unbiased. Factual. Complete. Attention-getting, storytelling, courageous' (katy Parry, 2011).

One example of visual bias involves the use of a camera viewpoint that purposefully scrutinizes politicians to reveal or emphasize peculiar physical characteristics or emotional expressions. Indications of nervousness, tension, and unflattering physical qualities of political candidates are revealed through an under-distanced or overly tightly framed camera viewpoint. Close-up camera shots or zoom-in lens movements can emphasize sweat on the upper lip, a twitching eye, bad complexion, double chin, and other unappealing qualities (Maria Elizabeth Grabe, Erik P. Buce, 2009).

Despite the scientific and anecdotal evidence of their importance, visuals have not received the same level of the systematic research attention that has been devoted to the verbal or textual news elements (Micheal D. Bruce, 2014).

A review of literature revealed that there are ranges of topics that the studies have performed analyzing visuals through a cross cultural comparison of Arabic and English language media, those studies are like:

Disasters (Fahmy & Johnson, 2007) (Borah, 2009), Gaza conflict (Dobering, Lobinger & wetzstein, 2010), Israeli- Lebanon Conflict (Parry, 2010), Invasion and occupation of Iraq (Schwalde, 2013, Fahmy

& Kim, 2008, Keith, Schwalble & Silcock, 2009), War on Afghanistan (Fahmy, 2004), and Presidents like: Barack & Mit Romney (Miller, Cooper Caryl Khang, Mullins, 2013), Migrants (Waters, 2015).

A review of literature revealed a void in picturing presidents and their role as framed in a website, the current study sought to fill these voids by exploring the visuals and frames used to present presidents in the CNN website.

Critics often accuse the U.S. news media of being too critical of wartime policies, yet scholars have found that the press tends to support the government in times of conflict, given the power of photography to bring issues to public awareness, especially those dealing with non-western cultures (Schwalble B. Carol, 2008).

Studies about CNN effect has shown that media influences public attitudes about the use of force far less than policy makers believe; many studies arrested the importance of CNN as an American media outlet on public perception (Aday S., Entman R. Livingston, 1988).

CNN website had a lot of coverage for presidents in the last three months.

Theoretical approach:
1. Visual Frames:

The perception of photographs as an honest depiction of reality that gives them the power to shape people's perceptions and to be affective in communicating ideological undetected messages, photographs have a specific way of passing themselves off as aspects of nature they repress their ideological dimensions by offering themselves as literally visual transcriptions of real world. Moreover, photographs both capture and create reality, and it is the role news images play in reinforcing the myth of objectivity that underscores the importance of examining visuals in journalism (Grace Watters, 2015).

According to Grabe and Buce (2009) from a neuroscience perspective, the human brain is geared toward visual rather than verbal information processing.

John Miller (2013) found candidate image as clusters of voter perceptions of candidates, as there is strong evidence supporting the long-standing view that the formation of images influences voting decisions.

Britta Lynn Mennecke (2013) suggested that for political campaigns

and other organizations trying to influence the public's impressions, various media can be used to influence attitudes and perceptions. For example, some scholars point out that "Rather than experiencing the candidates and other supporters or voters directly, most voters experience the political system and candidates through a lens the framing perspective provided by mass media, and their voting decisions often rely upon the images presented through their perspectives." In spite of this, the majority of the public believes that a photograph tells the whole truth and nothing but the truth. Moreover, it is commonly assumed that a photograph is a moment captured from reality and cannot mislead, unless intentionally altered by the photographer or editor. Many unsuspecting consumers of images consider what is portrayed in a photograph as an eyewitness account of what happened at an event. This is especially true when a professional photojournalist captures the image and places the "seal of approval and unbiased reality" on the image based upon their assignment from a "reputable" news source.

Messaris and Abraham (2001) suggested that photo is more subtle than text for framing because viewers accept images as closely linked to reality and overlook the fact that they are human-made constructions.

Presidents have been photographed at eye level more than from high or low camera angles; photographs taken at eye level generally showed the presidents head at the same levels of camera.

According to Burgin (1982), the photographs is decoded naturally without an awareness by the reader that the photograph is not a compact reproduction of reality but an example of signifying system.

According to the theory, small details like the postures and gestures are important in the narrative of the visual story (e.g., whether the subject is superordinate vs. subordinate; or intimate vs. authoritative). An active behavior of doing something to others in an asymmetrical positioning signals that the actor is a leader rather followed by others. The distance at which a subject is placed from the camera (i.e., long, medium, or close-up) indicates social distance between the subject and the viewer. Camera angle (e.g. even, high, or low angle) is used to show their interpersonal relationship; a close-up engages the viewer more intimately than a long shot, and a low angle gives visual authority while a high angle creates the impression of a humble and modest character (Jayeon Lee, 2016).

With the trend of finding fast information, visual is one of the journalist options to hook audience attention and convey message quickly without the audience need to go through the whole news article. For the sight sense, transmit data is more rapidly and efficiently through the nervous system than any other sense, thus journalist finds visual a way to grab interest among audience in a news story. When visual could take hold of attention among audience lead them to have more interest to the story that is accompanied with image and visual, this could also be linked to the framing theory. This is because they are less intrusive than words and require less cognitive load, the facts that visual has always been associated with framing in media (Manimegalai Ambikapathy, Maizurah Khathu Abdul Hamid, 2020).

Photographic choices such as camera angle, focus and distance can be overlooked by the reader or viewer when making judgments relating to figures depicted but this analogical quality has consequences for readers' response.

Framing is not limited to textual accounts of issues and events, photographers make decisions about what to include in an image and how it will be shown that suggest frames for interpreting the images, the combination of elements captured in the image, their relationship to the camera and lighting suggest whether the viewer should adopt a sympathetic, respectful, disdainful or some other attitude toward the subject. Presidents of the United States are not immune from visual framing, the combination of the camera angle, distance from camera and what the photographer chooses to capture within the boundaries of the image suggest a frame to the viewer for interpreting not only the activity of the president but also how to feel about the activity (Keith Greenwood, 2005).

Despite the prevalence of analysis of verbal accounts of conflicts, the use of visual images has significant potential for the framing effort. Some scholars argue that the special qualities of visuals (i.e., indexicality, iconicity and syntactic implicitness) make the use of images particularly effective for 'framing and articulating ideological messages'; a similar point is made by Hansen (2011), who notes that immediacy, circulability and ambiguity of visual images turns them into powerful tools for social construction of security issues. These arguments are supported by Schwalbe and Dougherty, who point out, in their study on the use of images for framing the 2006 Israel–

Lebanon war, that not only visuals are processed quicker than texts, but they also produce an immediate emotional response. Similarly, Parry in her study of visual framing of the 2003 Iraq war argues that visual frames have a higher degree of memorability, which makes their impact higher as compared with verbal ones (Joan L. Conners, 2020).

Doris A. Garber (1988) claimed that mediated pictures convoy important information that is attended to processed and remembered long after words are forgotten, and that news pictures play an integral role in the formation of opinions about politicians to guage credibility attract and hold attention.

The point of view shown in an image contributes to its potential meaning, vertical angle illustrates a relationship of symbolic power. A photograph taken from high angle that looks down on a subject indicates the viewer has a symbolic power over the subject conversely, while a photograph taken from a low angle puts the subject in a position of symbolic power over the viewer. And photographs taken from a low angle put the subject in a position of symbolic power over the viewer and photographs taken from eye level suggest an equal relationship between the subject and viewer (Keith Greenwood, 2005).

2. Portrayals of presidents:

Because of the visual primacy effect, photos play an integral role in the public's forming impressions of politicians. Visual framing of political candidates during campaigns and debates has been one of the most popularly studied topics at the intersection of political and visual communication (Jayeon Lee, 2016).

As suggested by (Sandra Moriarty and Mark Popovich, 1989), the representation of the image can be manipulated by the medium editorial decisions about which pictures to use, considering all the varieties of expression, gestures, setting, interaction, camera angle and postures, can affect how a candidate's image is presented and perceived.

Framing has been particularly useful in understanding the media's role in political life, it is important to understand the way the president is represented in today's visually oriented society as (Lawrence J. Mullen, 1997) stated that in dealing with still photographs in magazines, the current study analyzes the spatial configuration of the president as he appears within the picture frame.

Spatial configuration includes the horizontal, vertical, and proximal

dimensions of the presidents' images. Also, evidence suggests that photographs influence the public's perception of a presidents or presidential campaign.

Also, the findings of (Lawrence J. Mullen, 1997) showed that the pattern of presidential portrayal over the thirty year stretches as a profile, eye level and medium long shot depictions. Mullen also found presidents were generally photographed in medium and long camera to subject distances.

In addition, as suggested by both (Sandra Moriarity & Mark Popovich, 1989), images are partially under control in the terms of self-presentation as the representation of the image can be manipulated by the medium, editorial decision about which pictures to us, considering all the varieties of expression, gestures, setting interaction, camera angle and posture, can affect how a candidate is treated "presidentially" or not "seriously". Moreover, their findings showed in a nutshell that for the U.S. news and world report, Time and Newsweek displayed no differences in how they covered the candidates in the presidential campaign in the 1988 elections as the results found that presidential candidates received significantly more coverage than the vice presidential candidates did in all three publications, and Republican candidates were pictured more often than Democrats, the number of pictures for each candidate differed significantly from each other.

Keith Greenwood (2005) found in his study that most presidents were photographed at eye level more than high or low camera angles. Also, the dominance of eye level more than from high- or low-level camera angles and that the dominance of eye level photographs suggests photographers generally frame. For example, the president is being presented as someone on an equal footing with the rest of society and that the president is infrequently photographed from a low angle that would suggest power over the viewer and is rarely shown from a high angle that gives the viewer power over the president.

Moriarity & Garramone (1986) found also that there were distinct differences in the visual images of the 1984 presidential and vice-presidential candidates as presented in the photographs in the three national newsmagazines, and Regan was represented more favorably than Mondale. Moreover, Sandra Moriarty & Mark Popovich (1989) stated that, in general, the newsmagazines tried to provide balanced visual coverage of the presidential and vice presidential candidates

in 1988 campaign and that in this visual coverage, it was apparent that the editors were trying to match visuals as much as possible even pairing them in many layouts, Bush appeared in more visuals and the visuals were larger than those used for Dukakies and that Bush was depicted as more cheerful and confident than Dukakies and seemed to benefit from a more respectful camera angle. This Bush advantage carried throughout the 1988 campaign was much different from the way both his and Donald Regan's visual portrayal fluctuated in 1984 campaign.

Literature Review:

According to Paul D Angelo (2002), a media frame is a written, spoken, graphical or visual message modality that a communication by means of a technological channel uses to contextualize a topic such as a person, event, episode, or issue within a text.

A media frame contextualizes a topic in terms of value, theme, stereotype ideological principle or visual icon detecting it depends on careful and systematic observation of framing devices in mediated texts (Paul D Angelo, 2002).

There are several factors that the media consider when framing the news to satisfy the needs of their readers. These factors include conflict, personalization, values, consequences, and responsibility. With putting factors aside, what the media decides to print also depends on the level of professionalism within and outside the newsroom. Scholars saw media as social institutions in which the decisions stemming from professionalism are a result of organizational needs, as well as the relationship between news and the people working in the news. Tuchman wrote that news is "inevitably a product of news workers drawing upon institutional processes and conforming to institutional practices." Through the way in which the news is socially constructed as it pertains to the relationship between journalist and reader, it can thereby influence the audience's awareness within media, which can shape the eventual outcome of the framing process (Andrea Marie Pyka 2010).

To frame, Entman (1991) said, is to select some aspects of perceived reality and make them more salient in a communicating text in such a way to promote a particular problem definition, casual interpretation, moral evaluation and/or treatment recommendation for the item

described (Robert Entman, 1991).

Gitlin (1980) stresses the routines and practices of journalism in his definition: Media frames are persistent patterns of cognition, interpretation and presentation of selection emphasis and exclusion, by which symbol handlers routinely organize discourse whether verbal or visual.

Scholars have turned their attention to developing robust methodologies for visual framing analysis and as suggested by (Michael D. Brue, 2014) that findings from several scholars suggested that different media outlets follow different visual strategies in the coverage of conflict events, as they have identified a diversity of generic and issue-specific frames that have been applied in news content studies including conflict, violence, graphic, human interest, impact, economic consequences, morality, mortal outrage, responsibility, causality, political strategy, pubic engagement, public opinion, terrorism, victory, defeat, race, religion, culture, technical, antiwar, pro war, and self-referential (Michael D. Brue, 2014).

Hypotheses and Research Questions:
H1: The presidents are more likely to be photographed at eye level than from a high or low camera angle.
H2: Presidents are more likely to be photographed at a medium camera to subject distance than far away or close to the camera.
The research question asked in the study was:
RQ: Is there a relationship between Camera angle and camera to subject distance?

Sample:
The analysis focused only on photos in which presidents appeared within the period of the study, total photos analyzed in CNN were 1999 photos.

Methodology:
This study uses the photographic image as the primary unit for analysis; this unit of analysis which is the image was defined as a photograph related to presidents of great nations.

Coding Schema:

Katy, Parry (2010) in their study depended on distance as explained by Kress and Van Leeuwen as extreme close-up, close-up, medium close, medium, medium long, long that is applied to the main human subject(s) of photograph, and also suggested photo subject theme: main heading (e.g political people, military people, destruction, conference, crisis… etc.).

Also, Shahira Fahmy (2004) study was applied on five variables which are: visual Subordination, point of view, social distances, imaginary contact, behavior and general portrayal, while Moriarity and Garramone (1986) focused on camera angle, perspective and size of photographs as a part of perspective index. But Keith Greenwood (2005) included the camera angle, subject to camera distance, while Ketty Perry (2010) included caption, graphic nature, distance, and photo subject.

Using principles drawn from behavioral biology, the facial expressions and display behavior of political candidates can be categorized according to four prominent display types: anger/threat, fear/evasion, happiness/ reassurance, and sadness/appeasement (Maria Elizabeth Grabe, Erik P. Buce 2011).

Lulu Rodriguez & Daniela V Dimitrova (2016) proposes a four-tiered model of identifying and analyzing visual frames: (1) visuals as denotative systems, (2) visuals as stylistic-semiotic systems, (3) visuals as connotative systems and (4) visuals as ideological representations.

Jewitt and Oyama (2001) suggested the camera angle and camera to subject distance contribute to the meaning conveyed in a photograph, certain camera angles and certain distances are related to potential meanings of power and relationship between the subject of the photograph and the viewer, the determination of which camera angles and subject to camera distance are more common will help to determine whether photographers utilize a common frame for interpreting the image of president.

There is no prescribed methodology for the analysis of frames whether verbal or visual. Visual framing in particular is a relatively undeveloped field at its core. Framing is crucially concerned with the transfer of salience to certain aspects or attributes of the subject of a communication which then guides how the subject of a communication is interpreted and understood by others (Grace Waters 2015).

Each photograph was coded as a single unit, in this study, all images unit were analyzed based on:

1) Camera to subject: Distance: Close (head to chest), Medium (head to waist and knees), far distance (whole body)

2) Camera angle (low – equal – high).

3) The Engagement: Focus (background–foreground), Unfocused.

4) Frame (loss, gain, pragmatic, human interest, political, conflict, and crisis).

5) Visual attributes (posture, arms, hands, and eyes).

Variables and categories for the content analysis were suggested by the previous studies and researches.

The analysis focused only on photos in which presidents appeared within the period of the study. Total photos analyzed in CNN were 1999 photos. Photographs were only included if they depicted a president in any situation Also, each photograph that contained two presidents were coded twice once for each president and treated as two separate photographs in the analysis.

The first variable in this study was **the Camera to subject distance**, each photograph was coded to indicate whether is depicted a close, medium or far distance, a close up depicted the president from head to somewhere between waist and knees, and a far distance photograph depicted to whole body of the president.

The second variable is **the camera angle**; each photograph was coded to indicate whether the president was photographed from a high or low angle or at eye level, a high camera angle is one in which the camera is lower than the height of the subject, an eye level shot is one in which the camera is at the same height as the subject at the time the photograph is taken, and a low camera angle is one in which the camera is higher than the height of the subject.

The third variable is **the engagement** variable which means whether the portrayed photo of the subject is depicted being focused or not focused, and in case the subject is being focused, whether it is in the background or foreground, which means giving attention to the subject or giving a meaning to the subject whether active or passive.

The fourth variable in the study is **framing**, the unit of analysis for the sample was the single photo, some images fall into more photos than one category. In other words, a single photo could simultaneously represent the conflict and political frames but this study, like many other studies, will only look for the presence of a single primary frame in the unit.

A gain frame included image of victory in physical terms like winning,

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loss frame included images of losing something valuable or feeling of grief. Pragmatic frame included images that showed the reality of the events as it is, such as a president in a serious situation. Crisis frame included a time of intense difficulty or danger or important decisions that must be made, while as defined by Semetko & Valkenbug (2000), human interest frame is a frame that brings a human face or an emotional angle to the presentation of an event issue or problem. Political frame, as described by Nisbet & Huge (2007), emphasized the actions of presidents, government agencies, political officials and authorities.

The fifth variable is **Visual attributes**. For example, for the posture attribute, it means like standing tall or upright or bowed or leaning; arms mean moving the arms or being at side or at rest; hands mean doing something; eyes mean looking directly to the camera or looking at someone; facial expression means looking cheerful, worried, or unhappy.

Results
Table (1): Frequency of photographs of each president.

President	No. of photographs	Percentage
Donald Trump	53	53.5
Vladimir Putin	28	28.3
Khalifa Haftar	3	3
Recap Tayyip Erdoğan	1	1
Emmanuel Macron	3	3
Abd El Fatah El Sisi	3	3
Jim Kong	6	6.1
Mohamed bin Salman	2	2
Total	99	100

Number of visuals, overall, the depicted photos in CNN is 99 visuals during the test period. The president of the United States of America Donald Trump appeared in 53 photos, Putin appeared in 28, Leader of North Korea Jim Kong in 6 photos, while The French president Emmanuel Macron, The Egyptian president Abd El Fatah El Sisi and Khalifa Haftar appeared in 3 photos for each one of them, Crown prince of Saudi Arabia Mohamed bin Salman appeared in 2 photos, and President of Turkey Erdoğan in only 1 photo.

Trump with a percentage of 53.5% appeared in most photos depicted in CNN in more than one state receiving more attention than any other

president in CNN. As the president of United States of America, Trump appeared in more visuals depicted sometimes cheerful, tense, worried, confident... etc.

Vladimir Putin also received attention in CNN and appeared in 27.3% of the photos of CNN and appeared as a cheerful president, while other presidents received a little attention than both Trump and Putin. These results show that Russia is a very important political player for the United States of America that he received more attention than other depicted presidents in CNN.
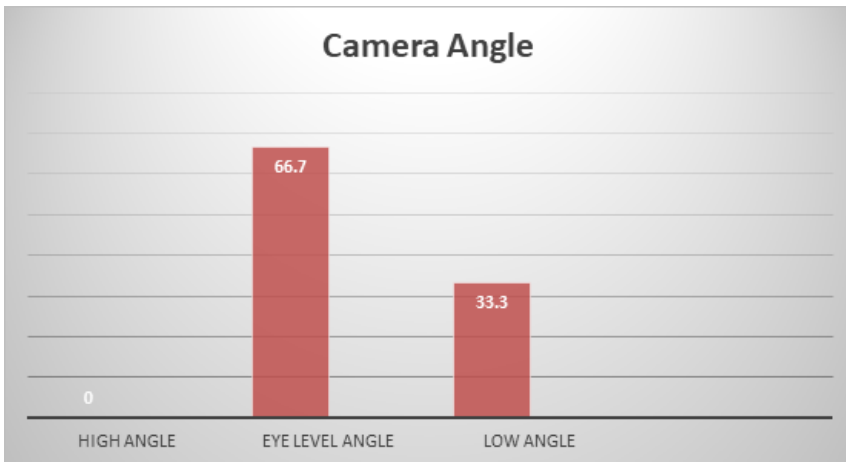

Figure (1): Camera angle
(Chi square= 11.000, df= 1, p= 0.001)

For H1, the hypothesis of predicted presidents would be photographed at eye level more than from high or equal angles.

The analysis supported this hypothesis with 66 photographs coded as taken at eye level, accounting of 66.7% of the photographs in the data set, only 33 photographs were identified as depicting a low camera angle, while there are no photographs identified as depicting a low camera angle. And there are no photographs identified as depicting a high camera angle. The only one Chi-Square test calculation was 11.000, p= 0.001, these were significant differences, and the hypothesis was supported.

Generally, Photographs taken at eye level showed that the presidents head at the same level as the camera. Also, photographs which are coded as low angle clearly put the viewer in the position of looking up to the president.
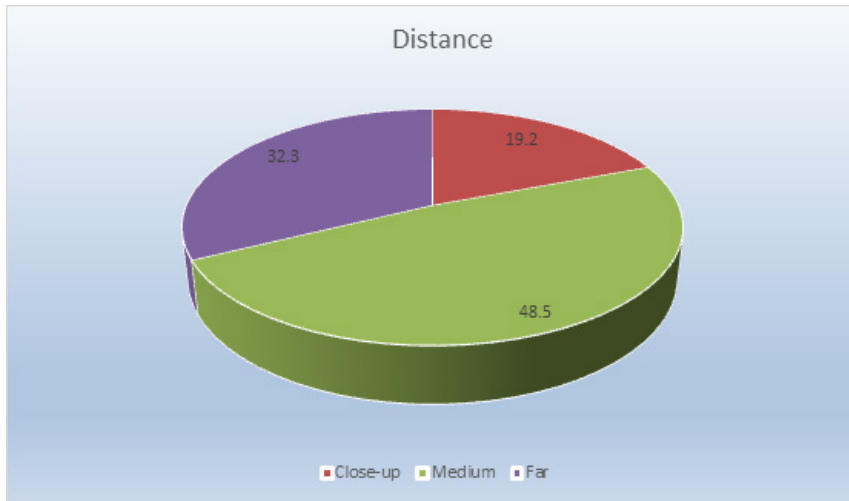
Figure (2): Subject to camera distance
(Chi square= 12.788, df= 2, p= 0.002)

The second hypothesis of predicted presidents would be photographed at a medium distance more than a far distance or close to the camera. Medium distance photographs occurred most frequently and accounted for about 48.5% of the total, the one-way Chi-square test calculation was 12.788, p= 0.002, this was a significant difference, and the second hypothesis was supported.

Medium distance photographs suggest a social relationship with the viewer and photographs of this type suggest an imaginary contact with the viewer and identify the emotional state of the president and more details about photos than the close-distance photograph, which generates emotional involvement for the viewer. For example, when the president smiles in a close shot depicted, the viewer feels a relationship with him. A close-up could also include images that are much "tighter" on the subject, as close ups give a more detailed look of the presidents. Also, it enhances the perceived importance of the subject depicted, and is considered to be more dramatic and invoke a more emotional response.

While the far distance photograph is depicted if the presidents' entire body could be seen, it also gives more details about the characters shown in the photo and whether there are interactions in the photo or not.

Table (2): Presidents and family-Social-political interaction with others

Interactions with other	Frequency	Percentage
Alone	32	32.3
With family	5	5.1
With other presidents	29	29.3
With officials	27	27.3
With civilians	5	5.1
With militants	1	1
Total	99	100

Only Trump was depicted on 5 pictures with his spouse with a percentage of 5.1%, while most photographs depicted presidents alone with a percentage of 32.3%. Also, CNN depicted president with other presidents with a percentage of 29.3%.

Those Findings revealed that CNN is interested to show Trump as the president of United States with the first lady Melana, which increased Trump score in women and family attribute category. Also, CNN tended to show relations between countries as depicted in photograph by showing presidents of countries with each others as in index of bilateral relations between a country and another.

Table (3): Relationship between camera angle and camera to subject distance

Camera Angle	Close	Medium	Far	Total
High angle	0	0	0	0
Equal angle (eye level)	15	37	14	66
Low angle	4	11	18	33
Total	19	48	32	99

Cramer's V. = 0.175, P= 0.004

The research question of the study asked whether there is a relationship exists between camera angle and camera to subject distance, the findings revealed a high proportion of photographs taken from eye level and

more even distribution of camera to subject distance which means a dominance of eye level (equal angle), which means the president is the same like the citizens, and that is the announced culture of the United States of America which is that there is an equality between all citizens.

The two-way Chi-Square test resulted in a value of 0.336, Cramer's Value= 0.175, and P= 0.004, is revealing that there is a relationship between camera angle and Camera to subject distance.

Table (4): Visual Framing

Frame	Frequency	Percentage
Gain	9	9.1
Loss	2	2
Pragmatic	16	16.2
Human Interest	8	8.1
Political	50	50.5
Conflict	6	6.1
Crisis	8	8.1
Total	99	100

Of all images, 50.5 percent of them were coded as "political frame", while 16.2 percent of images made up the "Pragmatic frame". Moreover, coding identified 9 percent of images depicting "Gain frame", and the "Human interest frame" and "Crisis Frame" included 8.1 percent of images for both frames and the "Conflict Frame" consisting of 6.1 percent of images. The "Loss Frame" included 2 percent of images.

Table (5): Visual attributes

Visual attributes	Frequency	Percentage
Postures	50	50.5
Arms	5	5.1
Hands	40	40.4
Eyes	4	4
Total	99	100

Most photos depicted for presidents were with postures attribute with a percentage of 50%, as presidents were depicted standing tall and upright. In addition, they appeared as moving too, their hands with a percentage of 40.4% as they are gesturing or doing something, while looking with their eyes with a percentage of 4% as the presidents were depicted looking directly at camera or at someone else and moving their arms with a percentage of 5.1% as their heads appeared high or above and not at rest.

Table (6): Engagement Focus

Engagement Focus		Frequency	Percentage
Focused	Background	3	3
	Foreground	91	91.9
Unfocused		5	5.1
Total		99	100

Most of the visuals depicted were "Focused" as they depicted presidents' photos and accounted for about 94.9% while "unfocused" accounted for about 5.1%.

"Focused" photographs depicted presidents in the "foreground" with a percentage of 91.5% which means that CNN tended to depict presidents in the center of events giving them all attention as a dominant actor, while 3% was depicted in the background which means a passive role for the presidents.

Most of "unfocused" photographs were belonging to President Trump regarding his impeachment case, as there are other players in this case and not only President Trump. Also, this gives indication that CNN tends not to show President Trump in detail by not focusing on his facial expression.

Discussion:

Photographs were considered to illustrate a far camera to subject distance such as fig (3) where Putin poses with the leaders of African countries who visited Sochi to attend The Russia-Africa summit and Economic Forum in a reference to the good and strong relation between African countries and their leaders with Putin besides the strong ties between Egyptian president and Putin revealed in the taken

photograph for the presidents with a smile on their faces in particular President Abd El Fatah El Sisi and Putin, and Putin is waving his hand in an **eye level angle**. A photograph from an eye level angle results if the photographer desires to generate emotional involvement for the viewer and depicting the presidents of African countries and Russia as they are on equal footing with each other's and that Putin at the center which means a central role for Putin in African countries.

CNN also depicted President Putin as a president having good ties and relations with North Korean president as in figure (4) appeared in a close–up shot. Both the North Korean leader Kim Jong, with a smile on his face, and Putin are standing while Putin who is shown by side and with a smile on his face and a mysterious look, as the smiling president of North Korea is framed as friendly and the whole picture could be framed as "**Political frame**".

In figure (5) with a medium shot, President Putin and Saudi Arabia Crown Prince Mohammed bin Salman appear in a political frame. Both appear with a friendly smile on their faces in a reference to the strong ties between the two countries Russia and Saudi Arabia. The photograph is taken at eye level angle which generally showed both Putin and bin Salman heads at the same level as the camera, the dominance of eye level photographs suggests presidents are routinely framed as on an equal footing with the viewer according to CNN website which supposes the cultural beliefs of the U.S. that there is an equality.

In figure (6), the photograph is taken at **eye level** which showed the two presidents' heads at the same level as the camera. The photograph with a medium distance suggests a good relation between both Trump and Putin, in a summit where the background includes another element which is the flag of the United States of America. Both Trump and Putin are smiling, and Trump holds a soccer ball and Putin puts his hand on the ball in a reference to good relations and ties between U.S. and Russia. Also, Trump holding the ball indicates that he is dominant and influential, and the flag of United States at the background asserts the importance of the United States. In general, CNN photographs tend to depict President Putin as a president with good ties with countries and his frequent smile on his face asserts that idea.

In Figure (7), Trump is framed in **conflict frame** as dealing with a serious situation which is (his impeachment). Trump is depicted at

medium distance with a low camera angle, and the photographs are coded as **low angle** which put the viewer in a position of looking up at the president. Here Trump is shown to be in a strong situation dealing with the matter and pointing with his hand with a black unfocused background referring to the mysterious future of the impeachment case.

In figure (8), CNN depicted President Trump in a **gain frame**, Trump with a close-up photograph showing him from head to the chest and pointing with his finger with a hard look, appearing to be in a strong situation in a reference to the strong economy of the United States of America as Trump appeared. At the background, the logo of World Economic Forum is unfocused.

In figure (9), President Donald Trump tosses a coin before the annual army-navy collegiate football game in Philadelphia, Pennsylvania, as three U.S. Navy sailors who were killed in Naval Air Station Pensacola shooting were honored at the game. Photographs coded the photo as low angle putting the viewer in a position looking up the President Trump whose face is looking at the sky and the photo was taken from a far distance, and CNN depicted Trump in a gain frame.

In Figure (10), CNN depicted Trump in a Political frame shaking his hand with the North Korean leader Kim Jong, as the two met at the Korean demilitarized zone, as Trump stepped over into North Korean terrority becoming the first sitting U.S. leader to set foot in the nation. Both presidents are smiling, the photograph was a far camera to subject distance with an equal angle, showing the good ties between both countries.

In Figure (11), General Khalifa Haftar appears in a long shot depicted in **conflict frame** with a worried anticipating face in regard to the unrest in Libya and the agreement of Russia and United States about the military intervention, standing behind a black car. At the background of the photo, there is a police car and two officials waiting for him as he arrived at the hotel in Berlin for the Summit.

In Figure (12), U.S. secretary of State Mike Pompeo with Russian President Vladimir Putin in Berlin with a medium shot depicted in a **political frame**, both appeared shaking hands, speaking in private with each other in regard to the agreement of Russia and United States of America about the situation in Libya and refusing the military intervention of Turkey in Libya.

In Figure (13), a joint press conference between Turkish president Recep Tayyip Erdoğan and U.S. president Donald Trump, as "Turkey begins deporting suspected ISIS fighters to U.S., U.K., Germany" as the caption suggested. In a medium shot, both Erdoğan and Trump standing in the conference with the flags of both countries at the background and Erdoğan looks confused, and Trump is talking and moving both hands looking seriously in a conflict frame.

In general, CNN tended to present the photographs of Donald Trump alone, or as a president of United States of America and as an official. Besides, the photos of CNN to present Putin as a president of Russia who is having good relations and ties and tending to make it stronger with the Arab and African countries.

Results indicated that CNN visually framed both President of United States of America Donald Trump and President of Russia Vladimir Putin as actively engaging in the events as they are depicted more than other presidents in the visual coverage of CNN.

Trump appears in most photos standing alone and CNN tended to present Trump as a serious tense president, while Putin depicted in the majority of photos with other presidents. Moreover, Trump appears strict while Putin appears to be a cheerful president smiling in most photos, and presidents and leaders of Arab and African countries appeared to be passive members and depicted only in a few photographs.

Conclusion:

The purposes of this research were to uncover the underlying trends in photojournalistic representations of the president to consider the reasons for the trends based on socio-political events and technological advances influencing camera style and to surmise the possible effects on the public by focusing on socialization factors. To uncover the trends in camera perspectives, this study used a systematic method for coding and sample selection.

In general, CNN did not try to provide a balanced visual coverage of the president bias or preferential treatment, which can be evaluated in a number of ways. Some studies focus on the amount of space allocated for president, others consider treatment such as position on the page, some have attempted to code negative, positive and neutral content.

We predicted that President Trump's photos would be more favorable

than other presidents in terms of behavior, context, and perspective. By comparing the results, it was not as predicted.

The use of photo of the first lady beside Trump means an interest given to her from CNN as playing an influential role in the United States of America. She was the only first lady depicted in CNN during the period of analysis which also means that CNN is focusing on Trump and his family.

As a comparison between more presidents depicted on CNN, the analysis of presidents' pictures shows that Trump was more framed as a statesman, and Putin was framed as being more compassionate, and he was represented more favorably than Trump.

Trump did not appear as an ordinary man but as a statesman. Trump appeared in all depicted photos even with the American football players wearing formal. However, Putin was depicted in some photos dressing casually, this casual outfit often included rolled sleeves and sports dress which means that CNN tends to make him appear physically active and attempting to connect with common people.

Figure (3): example of the medium distance shot

Figure (4): example of the close up shot

Figure (5): example of the political frame

Figure (6): example of the medium distance shot at eye level

Figure (7): example of the conflict frame

Figure (8):example of the gain frame

Figure (9): example of the gain frame

Figure (10): example of the political frame

Figure (11): example of the conflict frame

Figure (12):example of the political frame

Figure (13): example of the conflict frame

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