

# CAPTION

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- That quote is not worth much. Pictures that stand alone, and this is your goal, are rare.
  - Pictures raise as many questions as answers – the camera can only go so far:
- Pictures usually only answer these questions partially.
- Words influence picture meaning!
- Never guess or assume. Ask. Don't let your personal biases or opinions distort fact finding.
- Who is in each picture? What is happening? When is the event taking place? Why is the action occurring?
- Captions can modify and change the impression initially given by the picture.
- Dictating captions is a good way to supplement written notes.

# Pictures needs words. Words need pictures.

- A picture serves a story as an exclamation point does a sentence.
- Studies show, readers remember pictures more than stories; view picture pages more than news pages.
- So, the need for clear and concise captions is obvious. Readers determine whether they are going to read the article based on what they can glean from the picture or the caption.
- **The caption is the MOST READ but least carefully written text anywhere!**  
Important to be appropriate, complete and accurate.

# What is Caption Text?

- ▣ **Caption Text** is a short text located near photos, illustration, or diagram that gives us important information about the photos, illustration, or diagram.

## What is the Function of Caption Text?

- ▶ **Caption Text** help readers or viewers to understand more information that might not be in photos or videos.

# Generic Structure

- ▣ 1) the tittle
- 2) the lead
- 3) section headings

# Language Features

- ▣ Exclamation
  - fantastic, we closed the deal! ( correct )
  - fantastic! We closed the deal (incorrect)
- ▣ Question , is a type of sentence that requires an answer.
  - who will be the governor of Jakarta ?
- ▣ Adjective Phrase, is a group of words that describe a noun or pronoun in a sentence.
  - the movie was not too terribly long
- ▣ Personal Phrase

# Type of Caption Text

- ▣ 1. Identification bar : This type of caption only mentions who is in the picture, used if there are only 1 person in the photo
- ▣ 2. Cutline : This type of caption mentions who is drawn and what it does
- ▣ 3. Summary : Contains a complete description of who was drawn, what was done, when it happened, where it happened, and why it was done.
- ▣ 4. Expanded : A more complete form of summary, this type of caption also includes how it happened and the quote.
- ▣ 5. Group identification: Same as the type of caption identification bar, only this type is used if the image contains more than one person.
- ▣ 6. Quote: Contains quotes from someone's words related to the picture.

# How To Write a Caption Text

- ▣ Observe the picture or video you will give the caption
- ▣ Find out the message that will be sent from the picture before you write caption
- ▣ Write sentence or phrase under the picture



# Example

## ▣ Identification Bar



Caption : Bollywood artist Aishwarya Rai Bachchan poses in front of the Taj Mahal in Agra

## ▣ Cutline



Caption : Water vendor Sumara, 70, pushes a cart carrying jerrycans of water in the Penjaringan Area in North Jakarta

# Example

## Summary



scrub a sewer cleaning machine on truck before its unveiling during an event to celebrated World Toilet Day in New Delhi on November 19th, 2018

## Expanded



Nikon D70, 18-70G lens, 1/250s, f/8, ISO 200, EV 0, 48mm focal length

*Millennium Bridge over the River Thames in London, England with St. Paul's Cathedral on the other side partially covered in scaffolding for renovations being done back in October of 2005. The Millennium Bridge opened in June of 2000 but was closed almost immediately for its own renovations. Nicknamed the Wobbly Bridge after participants in a special event to open the bridge felt an unexpected and, for some, uncomfortable swaying motion during the first two days after the bridge opened. The bridge was closed for the next two years to make modifications to eliminate the swaying motion. I can tell you when I walked over it in 2005, there was no swaying motion.*

# Example

## ▣ Group Identification



Caption : Belgian royal couple, King Phillipe and Queen Mathilde pose in front of Taj Mahal in Agra

## ▣ Quote



# Learning Suggestion

- ▣ Do not begin with the word a, an, or the
- ▣ Use present tense to describe action in the photos or videos
- ▣ Give readers information they can't get from just looking at the photo or video
- ▣ A caption should complete the photo
- ▣ Write caption so they go from specific to general or general to specific
- ▣ Caption should not repeat information contained in the lead
- ▣ Name people only if they are important to the picture