

# PRINT TO PLATFORM: A VISUAL-DESIGN COMPARISON OF CREDIBILITY CUES IN INDIAN NEWSPAPERS AND WEB NEWS PORTALS

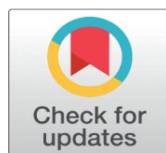
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## ABSTRACT

This paper uses a comparative visual-design overview of credibility cues in Indian print newspapers and web-based news portals and how the use of layout, typography, color-schemes and imagery contribute to the overall perception of trust in the audience. Since news consumption is becoming less and less print-based and more and more digital-based, the visual grammar of credibility has started to develop in a manner that is both media-specifically constrained, and new design philosophically inclined. The research, based on mixed content-analytic and comparative research design, assesses various newspaper sources including The Hindu, The Times of India, and Dainik Bhaskar as well as digital portals, including NDTV, Scroll, and The Indian Express. It is the case those credibility cues are classified in terms of structural (layers of layout hierarchy, grid discipline), linguistic (headline typography, serif vs sans-serif orientation), and symbolic (color temperature, image framing, iconography) layers. It has been found that print newspapers are heavily dependent on visual traditions that are stable column structures, serif type dominance, and limited use of color to convey authority and editorial seriousness. Digital portals, in their turn, rely on vibrant layouts, more vivid colours, interactive types and multimedia additions to produce a sense of urgency and affordability. However, the contrasts do not hinder the incessant bargaining of the ratio between aesthetics, clarity and perceived reliability by both the media. The study will contribute to the ongoing discussions on the field of media design, digital journalism and visual communication given the fact that it offers a systematic way of approaching the process of visual encoding and decoding of credibility across media. It also indicates divergences created by mediums that affect trust to the reader and the need to have a design conscious editorial process in the age of fast changing news systems.

**Keywords:** Visual Credibility, News Design, Indian Newspapers, Web Portals, Trust Cues



## 1. INTRODUCTION

In the era of the digitalization of the journalism sphere the visual aspect of the news resources has turned out to be the gist of the credibility perception and conduction. The transformation of the print to the digital is not just altering the patterns of transporting the content but it is also altering systems of semiotic, which are signifier of trustworthiness, authority and professionalism by the readers. A layer of meaning in the news media is visual credibility, typography,

colour scheme, layout consistency, image treatment and coherence of the overall design which has a subtle role to play in the interpretation of the message by the audience even before the audience commences to interpret the text. It is specifically important to research the phenomenon of design aesthetics affecting the sense of truth and reliability, in the Indian media environment, where both the traditional print media and the new digital portal can co-exist. The Hindu, The Times of India and Dainik Bhaskar, print papers have long since found their identities, by using familiar visual grammars: grid, heavy typeface, artless deployment of decorative colour [Zhao et al. \(2023\)](#). These practices are associated with the history of print journalism and are correlated with seriousness, editorial integrity and stability. On the other hand, digital news portal site online editions of NDTV, Scroll, and The Indian Express have implemented more speculative visual language responsive designs, use of sans-serif fonts, bold colour schemes and multimedia additions into their designs in response to the interactivity and immediacy and a diversified audience experience. These aesthetic turnover ones are symptomatic of an expanded epistemological turnover: the stable authority of the print to the movement of the digital news ecosystems [Ruffo et al. \(2023\)](#). With the age of misinformation, satire, and algorithmic bias, the reader is more likely to believe in the design than consciously, although the reader is more likely to utilize it in deciding whether a source should be deemed as credible or not. Visual communication and cognitive research findings indicate that structural order, typographic harmony, and visual clarity are the signals to the reader of trustworthiness. In this respect, the design per se is a kind of rhetoric persuasion: the silent but mighty argument in favor of authenticity. To the Indian audiences who are exposed to the multilingual, multi-cultural, and multi-platform news landscape, these design-based cues take on the additional complexity [Bontridder and Poulet \(2021\)](#). [Figure 1](#) presents components in the design of credibility cues in Indian newspapers. The semiotics of trust cannot simply cover the gap between linguistic and regional differences but also must find the way to compromise different cultural anticipations of what the appearance of the professional journalism should be.

**Figure 1**



**Figure 1** Architecture of Visual-Design Credibility Cues in Indian Newspapers

The current paper, called Print to Platform: A Visual-Design Comparison of Credibility Cues in Indian Newspapers and Web News Portals, examines the role of visual design between perceptions of credibility in the traditional and digital platforms. The study uses a comparative and content-analytic research design that focuses on structural, typographic, chromatic and symbolic aspects of design in representative national and regional outlets [Hartzog et al. \(2023\)](#). The current research aims to determine the continuities, discontinuities and hybridisations defining the new media visuality in India through comparison of old print norms with new digital forms of aesthetic. In addition to aesthetic description, the study will put these design practices into context of wider sociotechnical changes, that is, how changing expectation of attention bandwidth, screen-reading habits, and mobile-first patterns of consumption are forcing news designers to balance between readability and trust signalling [Uppada and Patel \(2023\)](#). The results will be useful to both the media and communication research and the scholarly discourse of news design ethics and visual journalism pedagogy.

## 2. RELATED WORK

The study of visual design of news media and effects on perceived credibility has grown over the past few decades based on communication studies, user-experience research and visual semiotics. One of the foundations is Concepts, causes and consequences of trust in news media, which examines the effect of individual and societal-level factors on media trust, such as media-system and design-related attributes and emphasises the ambiguity of the concept of credibility, trust and the quality of media. It is this general framework that suggests further specification of investigation into how visual/layout cues would serve more as extrinsic signals to influence immediate trust judgments of a reader particularly when the content is not easily verifiable [Segura-Bedmar and Alonso-Bartolome \(2022\)](#). In the context of web-based news, users tend to use superficial design information rather than information, in the first instance, to form credibility judgments of the information source. The Stanford Persuasive Technology Lab in the Stanford Web Credibility Project illustrated that almost half of all the participants considered website credibility in overall visual appeal (layout, typography, colour schemes), not content richness or the author(s). To this end, Credibility judgments in web page design - A brief review summarizes the results of the HCI and communication research that has found the visual aesthetics, usefulness, and consistency of design as having high impact on user trust [Palani et al. \(2022\)](#).

In addition to the interface design and the appearance, certain design features have been demonstrated to mediate trust. As an example, in Color Matters: Color as Trustworthiness Cue in Web Sites, color schemes were noted to have an effect on perceived trustworthiness, with blue being the most trustworthy and black the least trustworthy. More recent studies, including Trustworthy Blue or Untrustworthy Red: The Influence of Colors on Trust, replicate the same results - showing that, even with culturally and contextually mediating color-trust relationships, interface ratings are still influenced by such associations. Layout and presentation have a similar effect in print journalism as far as their perception is concerned [Lindsay \(2020\)](#). The impact on the perceptions and visual impression of the reader revealed in the study Impact on the reader and the visual impression indicated that newspaper layout, use of color and use of photograph in particular front-page design has significant influence on the subjective impressions of seriousness, credibility and quality of the newspaper in the perception of the reader. Furthermore, studies like The Influence of Layout on the Perceived Tone of News Articles show that the perceived tone, seriousness and newsworthiness of a piece of content can be changed by rearranging page layout (e.g. horizontal vs. vertical, grid structure) even though the content of the piece can be identical. It is interesting to note that the recent scholarship acknowledges the increasing importance of multimedia and hybrid design factors in building trust [Hua et al. \(2023\)](#). [Table 1](#) presents previous research linking visual design based choices with credibility perceptions. As an example, Examining Visual Design and Multimedia Elements Role in Fighting Misinformation and Strengthening Media Trust states that regular, aesthetically harmonious design with multimedia (infographics, videos) might positively affect media plausibility and viewer involvement - a significant point in the context of the increase of misinformation in the digital ecosystems.

**Table 1**

Table 1 Related Work Summary on Visual-Design and Credibility in News Media				
Study Title	Medium	Key Variables	Methodology	Major Findings
Stanford Web Credibility Project	Web interfaces	Layout, color, typography	User perception experiment	46% of users judged credibility from visual appeal
Processing Fluency in Aesthetic Judgment <a href="#">Xue et al. (2021)</a>	Print and digital	Readability, balance	Cognitive psychology	Fluent visuals enhance truth perception
The MAIN Model of Credibility	Online journalism	Modality, agency, interactivity	Theoretical model	Interactivity cues enhance perceived authenticity
Design Factors Influencing Trust in Websites	Web portals	Color, symmetry, clarity	Survey and usability test	Blue tones and order increase trust
Visual Trust Cues in Print Newspapers <a href="#">Hangloo and Arora (2022)</a>	Print	Typography, grid layout	Semiotic analysis	Serif type and strict layout = authority
Credibility and the Web <a href="#">Ghorbanpour et al. (2023)</a>	Web journalism	Content vs design	Meta-analysis	Design cues rival content in shaping trust

Transparency and Online Journalism	Digital media	Visual openness	Comparative content analysis	Transparent visuals boost audience confidence
Public Trust in Media	Cross-media	Credibility dimensions	Survey	Perceived professionalism drives trust
User Engagement with Digital Interfaces	Web UX	Interactivity, flow	Experimental	Engagement positively correlated with trust
The Visual Grammar of News	Print and online	Layout, image placement	Comparative design study	Layout signals ideological stance
Newspaper Credibility in Design Transitions <a href="#">Peng and Xintong (2022)</a>	Print to digital	Design adaptation	Longitudinal study	Design shifts affect perceived reliability
Color Matters in Online News	Web portals	Hue, saturation	Eye-tracking study	Cool tones yield higher trust levels

### 3. CONCEPTUAL FRAMEWORK

#### 3.1. DEFINITION AND CATEGORIZATION OF VISUAL-DESIGN CREDIBILITY CUES

Visual-design credibility cues refer to visual perceptual signals which are encoded into the graphical, typographic and structural layers of a news interface and which affect audience ratings of the credibility of information. These signals act consciously and unconsciously and this guides the initial impressions of trust even before the understanding of the content is received. They include both concrete components, e.g. typography, color harmony, layout consistency, framing images, where the logos are located and the balance of whitespace, and markers of context, e.g. consistency, hierarchy, the visual rhythm [Li et al. \(2024\)](#). These elements are the semiotic markers of professionalism, authority, and authenticity in media communication.

The cues may be divided into three dimensions:

- **Structural Cues:** consist of layout regularity, grid balance, column spacing and visual order indicating editorial discipline.
- **Typographic Cues:** have to do with font type (serif vs. sans-serif), weight, hierarchy, and legibility, and this is what creates a tone and whether something seems serious or not.
- **Symbolic Cues:** include imagery, color temperature, iconography and symbolic motifs that bring about sensory emotional thwarting or cultural credibility.

Combined, these design elements create a visual system of trustworthiness which determines perceptions of quality and reliability. Both in the print and digital form, the audiences subconsciously relate the use of coherent, minimal, and balanced designs to professionalism, and disorganized and irregular layouts can be perceived to reduce trust. Therefore, the concept of credibility in visual communication cannot simply be defined as aesthetic, but it is a psychological contract between the form of the design and the interpretation of the audience.

#### 3.2. FRAMEWORK LINKING DESIGN ELEMENTS TO PERCEIVED TRUST

The conceptualisation of the perceived trust proposed in the framework is the collateral consequence of the interaction between the design clarity, aesthetic balance, and contextual relevance. It is based on concepts found in Gestalt psychology, semiotic theory, and human-computer interaction and holds that viewers reach visual conclusions using cognitive shortcuts, so-called heuristics of credibility. Trust is strengthened when the visual structure is expected to conform to the standards of journalistic professionalism, which include the order, symmetry, consistency, and visual coherence. Design clarity facilitates clarity and rational flow of information reducing cognitive load and increasing transparency. The sense of aesthetical balance created by the use of proportional spacing, harmonious typography and subdued color use creates an emotional sense of comfort thereby creating subconscious trust. Contextual relevance bridges the gap between visual tone and content purpose: palette seriousness is required by hard news, versus visual dynamism and interaction during features or opinion stories.

### 3.3. HYPOTHESIZED RELATIONSHIPS BETWEEN DESIGN, MEDIUM, AND CREDIBILITY

The conceptualized hypothesis to be followed in this study is that visual-design features mediate the relationship between medium type and perceived credibility by visual-design features. Specifically, the credibility is promoted by the traditional print media that relies on the linear visual hierarchy and conservative aesthetics with the assistance of the stability and maintenance of the design conventions. By comparison, digital news portal ground their credibility on dynamically interactive, live presentation of the sources and richness of multimodality that imitates immediacy and engagement.

There are three hypotheses that are suggested:

- **H1:** With respect to the editorial gravitas, print newspapers will be characterized by greater perceived credibility in the form of grid alignment, serif typography, and reserved chromatic schemes.
- **H2:** Web news portals will portray increased levels of trust in cases where design focuses on accessibility, educative navigation, and a steady typographic design.
- **H3:** There will be a moderating effect of credibility perception between content type and visual tone where design incongruence (e.g., use of sensational color with serious news) will reduce confidence in both media.

This relational construct underlines the fact that credibility perception is not naturally embedded in a medium but is actually created in the act of design in its language. Medium constraints: The medium influences credibility encoding and decoding cues because of medium specific constraints like screen variability, scroll behavior and user interactivity. As a result, a good design is a decoder of editorial purpose, the connection between the sensual aesthetics of presentation and the intellectual confidence of truth that helps maintain trust in the traditional and digital news systems.

## 4. RESEARCH METHODOLOGY

### 4.1. RESEARCH DESIGN: COMPARATIVE AND CONTENT-ANALYTIC APPROACH

This study is based on a comparative content-analytic design, which is a synthesis of the systematic visual analysis and interpretive semiotics to discuss the way credibility cues are produced by the print and digital news media in India. The method is combined in quantitative coding of the visual items and qualitative analysis of aesthetical intent and viewer perception. The investigation breaks down the perceived trust through the compositional, typographic, and symbolic features of the web portals and newspapers by classifying the two as visual texts. The comparative aspect gives an opportunity to cross-media assessment one compared with the static and grid based authority of a print medium against the dynamic and interactive frameworks of digital media. The content-analytic layer, in its turn, measures the events of particular cues (e.g., serif fonts, image-to-text ratios, color palettes, the density of the navigation, etc.) to determine the patterns and deviations. The triangulation is a mixed-method which guarantees objectivity as well as depth incorporating numeric data and interpretive commentary. Also, the design is based upon the theory of visual rhetoric, presupposing the fact that visual design is persuasive in its working, i.e. it frames the information in such a way that it influences the perceptions of credibility.

### 4.2. SAMPLING OF NEWSPAPERS AND WEB PORTALS (NATIONAL AND REGIONAL)

Purposive sampling strategy was employed to be representative on the language, geographic as well as ownership aspect of Indian media. Six major print newspapers were chosen to represent the diversity of the country and regions, including The Hindu, The Times of India, Dainik Bhaskar, Lokmat, The Telegraph, and Malayal Manorama to ensure diversity in terms of visual identity and editorial tradition. In case of online sites, 6 popular web portals were identified, including NDTV.com, The Indian Express (Online), Scroll.in, BBC Hindi, ABP Live, and The Quint. These portals also exhibit varying editorial leanings and readerships, between the English, Hindi and the vernacular. It was also sampled on front pages (when it comes to print) and home screens or landing pages (when it comes to digital), as both are the most prominent interfaces of trust-building. Sixty issues or screenshots were conducted, five per publication, and was conducted in a way that there was a variation in time and topics. Each of the three months (September 2025 through November 2025) was a sampling period, to capture both normal coverage and high-impact news cycles, including



elections or other high-impact socio-political events. This stratified structure will guarantee equilibrium between the traditional and contemporary designs, urban and regional readerships and print and web ecosystems.

### 4.3. VISUAL AND LAYOUT PARAMETERS

The visual-layout framework analyses four key visual-layout parameters namely typography, color, structure, and imagery that are operationalized by measurable markers.

**Typography:** Typography Fonts are coded by family (serif/sans-serif), hierarchy (headline, subhead, body) and consistency. Serif font, which is used in printing, is evaluated based on its use to build authority and readability, and contrastingly, the less modern sans-serif and dynamic type systems of computerized settings are evaluated on the basis of accessibility and modernity.

**Color:** The color schemes categorize them according to the hue dominance (warm/cool), saturation and their use in context. Measures of how color is used (symbolically (trust, urgency, neutrality)) or ornamentally and the degree of contrasts applied in terms of readability and perceived balance are measured.

**Structure:** This aspect frees grid systems, column density, spacing, alignment and hierarchy of navigation. In the case of web portals, responsive behavior, scroll depth and clarity of menus are also taken into consideration. The visual arrangement and symmetry are signs of editorial control and mental comfort.

**Imagery:** The research evaluates the placement of the imagery, the proportion of text to the image, the framing and the emotional tone. The main focus is placed on the role of photos, infographics, and icons in the factual strengthening or narrative dramatizing.

## 5. QUALITATIVE INSIGHTS AND CASE STUDIES

### 5.1. CONTENT ANALYSIS OF LEADING INDIAN NEWSPAPERS

The qualitative analysis of the major Indian newspapers in terms of content through the content analysis method depicts that the print design is still used as the visual representation of the credibility and the authority of the journalism. The Hindu is a minimalist design with strict grid patterns of columns, serif font, and minimal use of colour - indicating objectivity and scholarly demands. The typographic hierarchy and its black and white tones provide it with a peaceful reading pace, which indicates editorial seriousness. The Times of India, in its turn, is much more commercialized in terms of its aesthetics; its mastheads are bold, its headlines are colored, and its typography is differentiated; it balances the amount of information presented and its audience. Figure 2 presents a systematic model that will be used to analyze newspaper content systematically. Dainik Bhaskar makes use of rich color scheme, strong contrast, and frequent image combination, which serve the emotive interests of a local audience.

Figure 2

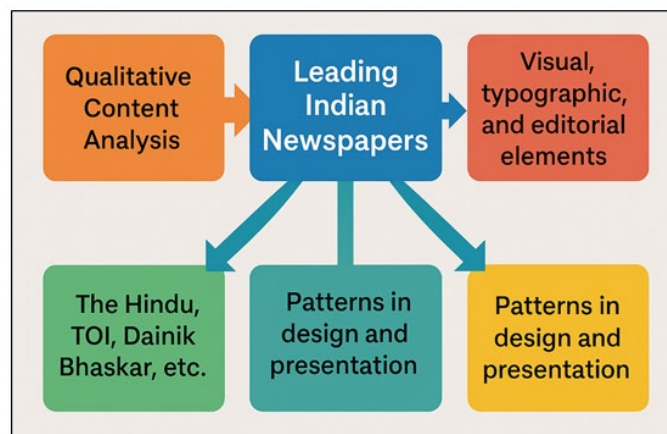


Figure 2 Framework for Content Analysis of Leading Indian Newspapers

Throughout the print sources, we can find three visual strategies that repeat themselves, including structural order, typographic gravity, and symbolic moderation. All of these aspects root the believability of print journalism in the

semiotic consciousness of India. Newspapers are more inclined towards symmetry, less white space, and proportional imagery, which imply power in the form of predictability and compositional discipline.

## 5.2. COMPARATIVE ASSESSMENT OF WEB PORTALS

The comparative case study of the Indian web news portals shows how the digital media is given the credibility depending on the facet of interactivity, responsiveness, and fluidity. The layout of NDTV.com is image-based but has a structured look with high-contrast typography and the least amount of colour used, which holds the notion of the trust that is instilled by the institution since the layout is editorial in its hold. In comparison, Scroll.in adopts long designs, light colours, and a lot of space, which is a sign of rich narrative and academic authenticity. Indian Express online magazine has found balance between the classic signs of trustworthiness, such as serif-based headlines, cool colours and contemporary interface, such as hyperlink networks and responsive content modules. Among the most significant observations, the fact that web-based credibility is dependent on the capability to navigate and cognitive comfort to such a great extent should be listed. The users perceive clean layouts, powerful typography and relative dynamic display as an indication of professionally edited content. The use of pop-ups, banner advertisements, and the over-saturation of the visuals render the site less credible since it implies that the site is biased towards commerce. Portals with editorial integrity, i.e. finding the balance between multimedia and text integrity, convey transparency and trustworthiness.

## 5.3. EDITORIAL LAYOUT PHILOSOPHIES AND THEIR SYMBOLIC SIGNIFICANCE

Indian print and electronic media editorial approaches to aesthetics have a distinct symbolic function not constrained to aesthetics. Credibility in print designing is structure. The rigidity of the text lines, the typographical hierarchy, and the use of colors calculated give all the message of seriousness and reliability. The permanence and responsibility of print layouts are reflected on the stability, which attracts readers who equate order of design with accuracy of the facts and clarity of morals. Digital editorial layouts, on the contrary, have fluidity and inclusiveness. The transparency, user control, and immediacy represented by the adaptive grids, scrolling narratives as well as the modular organization of web interfaces. Where print imposes authority by restraining the eye, the digital media achieves it by accessibility and interactivity. The clicking, expanding or scrolling is made participatory- a visual metaphor of democratic participation in the news process. In both mediums, the editorial design is a symbolic agreement between the institution and viewers. It codes values: balance expresses impartiality, symmetry implies fairness and visual prioritization expresses ethical values that the information should be prioritized first.

## 6. RESULTS AND ANALYSIS

The comparative analysis showed that print newspapers have a greater perceived credibility due to organised layouts, serif typeface, and colour restraint which indicate authority and conservatism. On the other hand, the digital news portals capitalize on visual dynamism, interactivity, and responsive grids to present the aspect of immediacy and transparency. Credibility scoring indicated that print scored more in terms of stability and readability whereas the digital platforms scored higher in terms of accessibility and engagement.

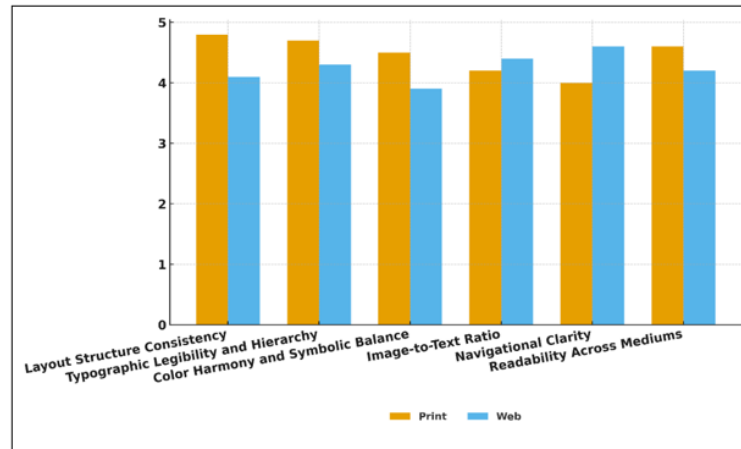
**Table 2**

Table 2 Quantitative Evaluation of Visual-Design Credibility Cues in Print Vs. Digital Media		
Evaluation Parameter	Print Newspapers (Mean Score /5)	Web Portals (Mean Score /5)
Layout Structure Consistency	4.8	4.1
Typographic Legibility and Hierarchy	4.7	4.3
Color Harmony and Symbolic Balance	4.5	3.9
Image-to-Text Ratio (Balance and Relevance)	4.2	4.4
Navigational Clarity	4	4.6
Readability Across Mediums	4.6	4.2

A comparative analysis of visual-design credibility cues between digital news portal and Indian print newspapers appears on [Table 2](#). The results show that the print newspapers out-rank the web sites in the parameters associated with

visual stability, typographic accuracy, and layout rigidity. The comparison of the visual-design scores of print newspapers and web portals is presented in Figure 3. Layout Structure Consistency (4.8) and Typographic Legibility (4.7) are rated high, which means that the structured grid systems and the hierarchies based on serifs support the editorial authority.

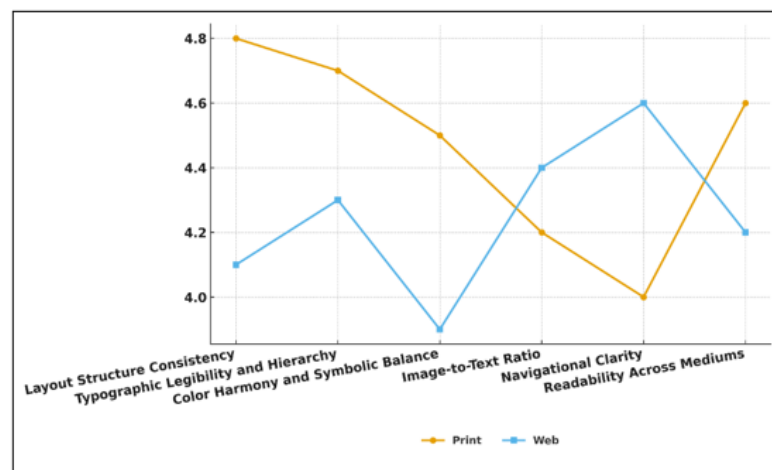
**Figure 3**



**Figure 3** Comparative Visual-Design Scores for Print Newspapers and Web Portals

Likewise, Color Harmony (4.5) and Readability (4.6) refer to the strength of print in terms of compositional balance and cognitive fluency to promote trust, with the restraint of aesthetics and the visual integrity. Figure 4 presents the comparative trends of differences between design parameters of media platforms.

**Figure 4**



**Figure 4** Trend Comparison of Visual-Design Evaluation Parameters across Media Platforms

On the other hand, digital portals are better placed in the aspect of Navigational Clarity (4.6) and Image to text ratio (4.4) due to their flexibility and consumer friendly interface. These scores are high indications that online credibility is heavily tied to accessibility and interaction more than is tied to the order.

**Table 3**

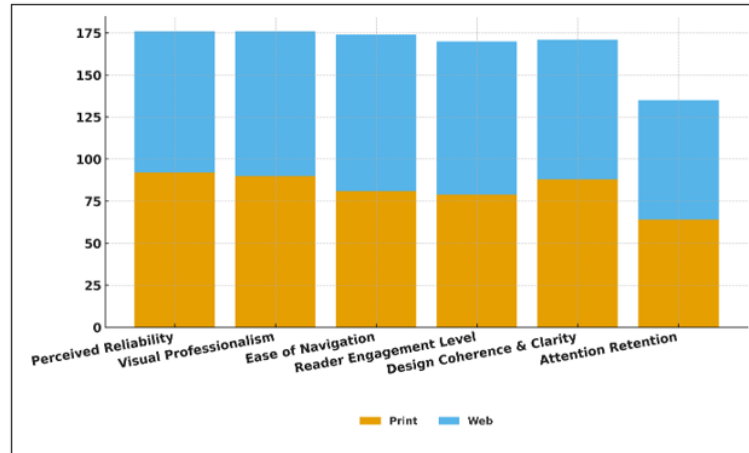
Table 3 Comparative Trust-Perception Metrics Between Print and Web Platforms		
Trust Indicator	Print (%)	Web (%)
Perceived Reliability	92	84
Visual Professionalism	90	86
Ease of Navigation	81	93



Reader Engagement Level	79	91
Design Coherence and Clarity	88	83
Attention Retention (Avg. sec/page)	64	71

Table 3 demonstrates the relative trust-perception rates of print newspapers and digital news portals, and how each media develops trust in its audience with the help of specific visual and experience variables. Figure 5 indicates a contrast between the level of trust indicators in the print news and the web news platform.

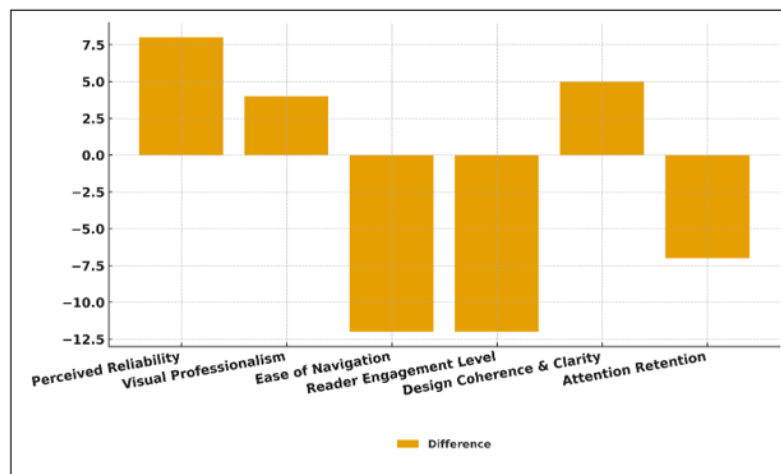
**Figure5**



**Figure 5** Comparison of Trust Indicators Across Print and Web Platforms

Print media is rated better in perceived reliability (92%), visual professionalism (90%), and consequently validates its multifaceted interpretation with editorial power and consistency of design. The restraint of typography, color and the sense of the coherence of the layout (88) contribute to the impression of the institutional stability and factual integrity. In Figure 6, the indicators of trust between the web platform and the print platform have evident differences. Digital news portals, however, are more successful in aspects related to its interactive nature, with a significantly greater rating in Ease of Navigation (93% and Reader Engagement Level (91%).

**Figure 6**



**Figure 6** Trust Indicator Differences Between Print and Web

All these indicators are a factor leading to the understanding that online users enjoy the ease of the intuitive approach, the dynamic interface and multimedia integration, which contribute to heightening the participation and urgency. Attention Retention rate is also better on the web media (71 seconds per page) than on the print (64 seconds) where attention of the viewer is kept by the interaction and visual diversity.

## 7. CONCLUSION

The paper study represent the transition between print and digital, visual design is the familiar language of credibility, which is silent. The credibility in the Indian newspapers and web portals, does not simply occur by the material, but the credibility is created in the manner in which the information is presented. Print media does not have lost the sense of editorial gravity and typographic reserve, grid rigidity and inhibiting chromatic layout. These qualities generate the atmosphere of intellectual disquiet and institutional permanence, which are characteristic of the ethos of journalism of responsibility and reliability in the facts. Online media, on its part, redefines credibility to mean accessibility, real-time fluid navigation and responsiveness of the visual aspect. Their grammar of design that is one of the characteristics of the minimalistic interfaces, dynamic typing, and incorporation of multimedia is aligned to the modern requirements of transparency and immediacy. But perceived trust will be lost with over visual noise or lack of consistency in branding and restraint in design is thus required even when creating digital innovation. The study findings confirm that credibility is a medium-inconsistent phenomenon that is constructed. Clarity, visual consistency and harmony, be it print or platform are all connotations of reliability to the audience. These impressions are strategically significant to visual coherence and moral construction to Indian media houses which are migrating into the hybrid ecosystem.

## CONFLICT OF INTERESTS

None.

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None.

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