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EXPLORING THE ANGEL SHOT AND CAMERA PROXEMICS IN POLITICAL NEWS: A CONTENT ANALYSIS OF POLITICAL NEWS DEBATE HALLA BOL (AAJ TAK)

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Abstract

This study looks at how the people on television news shows talk to the viewers. It looks at how they use cameras to do this. We watched ten shows where politicians talked about things. What we found out is that the people hosting the shows like to use kinds of camera shots to make people feel comfortable. They like to use Eye-Level and Mid Shots. One show, Segment 3 used a lot of these shots. 66 Shots. Politician A is really good at getting people to listen because they use Eye-Level shots a lot.. They do not use high and low angle shots very much. This means that these kinds of shots are not very important when politicians are talking on television. What we learned is that using Eye-Level and Mid Shots all the time can make the news more interesting and make people want to watch. It is especially good when the news is about something that makes people feel emotions. It is also an idea to try using different kinds of camera shots to make things more interesting. Television news is about telling stories and getting people to care so using the right camera shots is very important, for television news.

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1.0 INTRODUCTION

The study called "Exploring the Angle Shot and Camera Proxemics in Political News: A Content Analysis of Political News Debate Halla Bol (Aaj Tak)" is about how pictures and videos are used in political news. Pictures and videos are really important in news. What we see on television is just as important as what we hear when we watch the news. The study says that pictures and videos make the news easier to understand and they also make it more interesting. Pictures and videos, in news help us understand the news better. This is because we can see what is happening and it helps us feel more connected to the story. The study says that television is still a way for people to get the news. We can get the news in other ways now. The people who make the news they use pictures and videos to tell us the news stories. This helps us understand what is going on with the news. They use things like graphs and videos to make the news more interesting. The news is easier to understand when they use these things. We feel like we are a part of the news when we watch the news on television. The news is something that we can see and understand when it is, on television.

The study illustrated the "Angle Shot". The different camera angle used in the television programme that is prime time show of Aaj Tak television, has to be analysed. The study also talks about the camera proxemics. Camera proxemics is about how close or far away the camera's from the anchor in the selected programme who are being telecast. This can make a difference in the importance of the news or information. There should be a combination in the news values and the angle shot for make the programme more interesting or more watchable to the viewers. The media personal who made the news or programme use different type of shot to make the programme with different appeal or different emotions. A close-up shot can make appeal of there with the person while wide angel shot can make appeal of far away or to make the wide screen to cover all the persons in the show. The study reveals that this is a part of making news programme and television shows because it helps the director connect with the story and the audience.

The main goal of this study is to look at how camera proxemics and the Angel Shot're used in news about politics. It wants to see how these things change the way we think about politics. This study will look at a lot of news stories to see how often camera proxemics and the Angel Shot are used and how they affect what people think. It will try to answer some questions like when and why news people use camera proxemics and the Angel Shot. The study also wants to know if these things change what people think about the people in charge of politics. The study is really about camera proxemics and the Angel Shot, in news reporting and how they shape what we think about politics.

2.0 Review of Literature

In the news we see today the way things are shown to us is really important. David Bordwell and Kristin Thompson reveal in their study (2013) that the shot and scene arrange in programme are helpful to understand the concept of information provided by the channel. When audiences watch the news programme, the appearance in less matter than the appeal crated by the director of the programme through camera shot and proxemics. These help the story telling to the audience and easy understandable.

This idea is based on something called framing theory and a model made by Stuart Hall in 1980. He said that the messages we get from the media have meanings that are decided by the people who made them and we understand these meanings based on our lives and backgrounds. Recently people have been studying how important it is to look at the pictures and videos in the news not just what is being said. This is especially true for news about politics, where what we see can make us feel more or less connected to what's being talked about like what Lopez-Rabadán found out in 2022.

Some studies from 2020 to 2025 show that how the camera is used and how the pictures are put together can greatly affect how we feel about the people in the news. Parveen and Showkat found out in 2020 that different kinds of camera shots like close-ups, medium shots and long shots can tell us what to pay attention to and how to understand what is happening. For example when we see a close-up of someones face it can make us feel closer to them and more emotional, about what they're saying. On the hand when we see someone from far away it can make them seem less important. Also if the camera is looking up at someone it can make them seem powerful but if it is looking down it can make them seem less powerful.

The way people see things on television is affected by how close or far away the camera's. Edward T. Hall gives the idea of proxemics. Proxemics is about how viewer felt when they watching the screen and how the camera made them the feel that way. The study reveals that when scenes are shown up close on television viewer get more involved and feel the attention towards the anchor or scenes. When things are shown from away people do not feel as strongly about what they are seeing. This is really important when people are watching debates on television. The way the camera is used can make some people seem important than others.

The way scenes are shown on television screen plays a vital role when it comes to politics. What audience see on the television can change what they think about the issue means its cultivate the thinking of audiences. Some researchers, Grabe and Bucy found out that television news uses techniques to get peoples attention. These techniques include making things seem exciting focusing on specific people and trying to make people feel emotions. Other researchers, Dumitrescu and Trpkovic found out that the way things are shown on television can make people think there is conflict than there really is. When people see reaction shots, split screens and close-ups they think things are more serious than they really are. Research also shows that when people see someone, on television a lot they are more likely to think that

person is important and believable. For example Stewart and some other researchers found out that when candidates are shown on television a lot of people think they are more important and believable. Because of this news outlets try to use these techniques to get people to think what they want them to think. They use proxemics and other techniques to shape what people think about politics and politicians. Proxemics is a tool that can be used to influence what people think about things.

In today's hybrid media world visual communication is very important. Berka (2025) says that framing effects are more noticeable in information situations where people rely on visual cues to quickly understand things. De-Lima-Santos et al. (2023) Note that there is a trend towards personalized visual content in politics to engage people on different platforms. There is a lot of research on visual framing and politics but not much has been done in India especially on how camera distance and angle are used in TV news debates. Shows like Halla Bol on Aaj Tak have a lot of drama and fast visual changes. Still no one has studied how these visual elements affect the story and how people perceive it.

This study aims to fill this gap by analyzing Halla Bol's content focusing on camera angles and proximity as tools for framing in political news discussions. This will help us understand political communication better, in the Indian media context.

3.0 OBJECTIVES OF THE STUDY

1. To analyze the camera angle and movements used in political news debate
2. To examine the usage of camera proxemics in political news debate.
3. To explore the relation between angle and proxemics

4.0 MATERIAL AND METHODS:

The use of camera proxemics and angle shots in the debate show "Halla Bol" on Aaj Tak is examined in this study using a content analysis methodology. Segments from a specified time period (That is Haryana Assembly Election-2024) are the subject of the analysis, with particular attention paid to debates that discuss important political events.

4.1 DATA GATHERING

Ten episodes from the August 16, 2024 to 8 October, 2024 season of "Halla Bol" have been chosen for the sample data. The kinds of camera shots used in each episode of "Halla Bol" were examined. Divided the camera shots into four categories: High Angle, Eye-Level, Low Angle, Overhead/Drone Shot and Other. The Haryana Assembly Election started with the announcement of the Election Commission of India on August 16, 2024. Ended with the date of the result on October 08, 2024.

4.2 VARIABLES FOR THE STUDY

The way the camera is placed and the distance of the camera from the anchor and guest in the debate scene of "Halla Bol" are important. Its effect on the audience perception about the programme chosen. Different kinds of shots like close-ups, mid-shots and wide shots were measured in the analysis of the programme "Halla Bol". Wide shots of "Halla Bol" help us see where everyone is and how they are interacting with each other. The primary interest of variable for this study were the camera shot and proxemics.

4.3 Tabulation of the data

The data tabulation offers a comprehensive overview of the various camera shots employed by hosts and politicians across 10 political debate segments. It meticulously details the frequency of shot types Extreme Close Up, Close Up, Mid Shot, Long Shot, Extreme Long Shot, and Other associated with specific segments and speaker positions. By recording the total number of photos for each speaker in each debate segment, it enables comparative analysis of visual techniques among different speakers. The specific debate features before as the host, along with politicians A (representing the ruling party) and B (representing the opposition).

5.0 TOOLS AND TECHNIQUES

Microsoft Excel software was used to analyze the data set for preparing the table graph and other statistical measures. The frequency of angle, proxemics and regression were also measured through Microsoft Excel.

RESULTS:

TABLE 1: CAMERA ANGLE SHOT FOR THE POLITICAL NEWS DEBATE PROGRAMME

Segment ID	Speaker Position	High Angle	Eye-Level Angle Shot	Low Angle	Other	Total
Segment 1	Host	15	35	10	5	65
Segment 1	Politician A	10	40	5	7	62
Segment 1	Politician B	12	33	10	7	62
Segment 2	Host	20	35	5	3	63

Segment 2	Politician A	15	30	8	6	59
Segment 2	Politician B	12	30	10	6	58
Segment 3	Host	25	33	5	3	66
Segment 3	Politician A	18	25	5	7	55
Segment 3	Politician B	15	28	5	5	52
Segment 4	Host	20	34	4	3	61
Segment 4	Politician A	15	27	5	6	58
Segment 4	Politician B	10	30	5	5	55
Segment 5	Host	20	34	4	5	63
Segment 5	Politician A	10	27	6	9	52
Segment 5	Politician B	8	24	8	10	50
Segment 6	Host	18	30	8	6	62
Segment 6	Politician A	10	25	7	9	51
Segment 6	Politician B	12	23	8	9	52
Segment 7	Host	22	35	5	2	64
Segment 7	Politician A	12	25	6	10	53
Segment 7	Politician B	10	25	8	9	52
Segment 8	Host	15	25	8	7	55
Segment 8	Politician A	10	23	5	7	45
Segment 8	Politician B	8	20	8	12	48
Segment 9	Host	20	24	6	4	54
Segment 9	Politician A	10	23	8	7	48
Segment 9	Politician B	12	23	7	7	49
Segment 10	Host	15	33	5	6	59
Segment 10	Politician A	10	28	8	7	53
Segment 10	Politician B	12	25	8	8	53

Camera Angle Shot and Sepaker Postion in political news debate

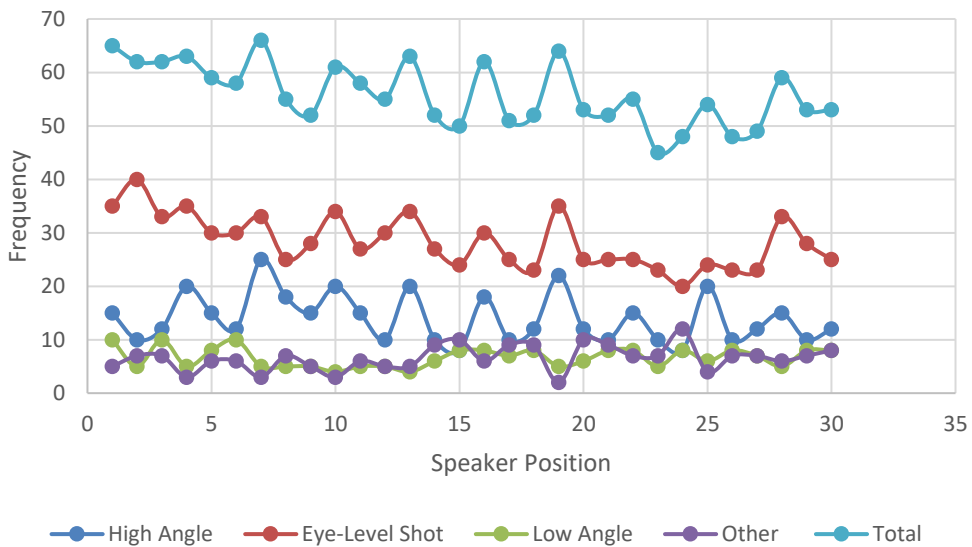


Figure 1: Camera angle curve graph for the political news debate programme.

The table illustrated the data about the camera in debates it was found that they mostly use Eye-Level Angle Shots. This is because they want to connect with the people watching. In one part of the debate the host used this kind of shot 35 times. Politician A used it 40 times. This shows that it works well to get the audience interested. This way of filming makes the people on screen seem real and trustworthy.

It was also found that High Angle shots are used. Not as much. These shots are important for telling the story. For example in one part of the debate the host used 25 High Angle shots. This could be depend on the situation of debate and what they talking about. Politician A used more shot than Politician B used that was 15. We also see that low angle shots are used and these make the person on screen seem powerful. Politician A used these shots to look confident and

If look at how the speakers use camera shots we can see what they are trying to do. Politicians have options than the hosts, who like to mix it up. For example in one part of the debate Politician B only used 8 High Angle shots. The host used 20. There are some kinds of shots that are not used very much but they can be interesting and help make the debate more exciting. Even though we mostly see the kinds of shots in political debates there is room to try new things and make the debate more engaging, for the audience.

The way the cameras are used can make the debate more interesting to watch. Politician A and Politician B used the camera shots in ways to get their points across. The host also used the camera shots to help tell the story. By using kinds of shots they can make the debate more fun to watch and help people understand what they are talking about.

Table 2: CAMERA PROXEMICS ABOUT THE POLITICAL NEWS DEBATE PROGRAMME

Segment ID	Speakers Position	Extreme Close Up	Close Up	Mid Shot	Long Shot	Extreme Long Shot	Other	Total
Segment 1	Host	0	20	30	10	0	5	65
Segment 1	Politician A	0	15	28	12	0	7	62
Segment 1	Politician B	0	18	25	10	0	9	62
Segment 2	Host	0	22	25	10	0	6	63
Segment 2	Politician A	0	20	22	10	0	7	59
Segment 2	Politician B	0	18	25	8	0	7	58
Segment 3	Host	0	25	30	6	0	5	66
Segment 3	Politician A	0	20	20	8	0	7	55
Segment 3	Politician B	0	15	22	10	0	5	52
Segment 4	Host	0	20	30	6	0	5	61
Segment 4	Politician A	0	18	25	8	0	7	58
Segment 4	Politician B	0	17	23	10	0	5	55
Segment 5	Host	0	22	25	10	0	6	63
Segment 5	Politician A	0	15	20	10	0	7	52
Segment 5	Politician B	0	12	20	10	0	8	50
Segment 6	Host	0	20	25	12	0	5	62
Segment 6	Politician A	0	15	18	10	0	8	51
Segment 6	Politician B	0	18	20	8	0	6	52
Segment 7	Host	0	23	30	8	0	3	64
Segment 7	Politician A	0	16	22	8	0	7	53
Segment 7	Politician B	0	15	25	7	0	5	52
Segment 8	Host	0	15	25	10	0	5	55
Segment 8	Politician A	0	12	20	8	0	5	45
Segment 8	Politician B	0	10	20	10	0	8	48
Segment 9	Host	0	20	24	6	0	4	54
Segment 9	Politician A	0	15	18	10	0	5	48
Segment 9	Politician B	0	12	20	10	0	7	49
Segment 10	Host	0	18	30	7	0	4	59
Segment 10	Politician A	0	15	23	10	0	5	53
Segment 10	Politician B	0	17	22	8	0	6	53

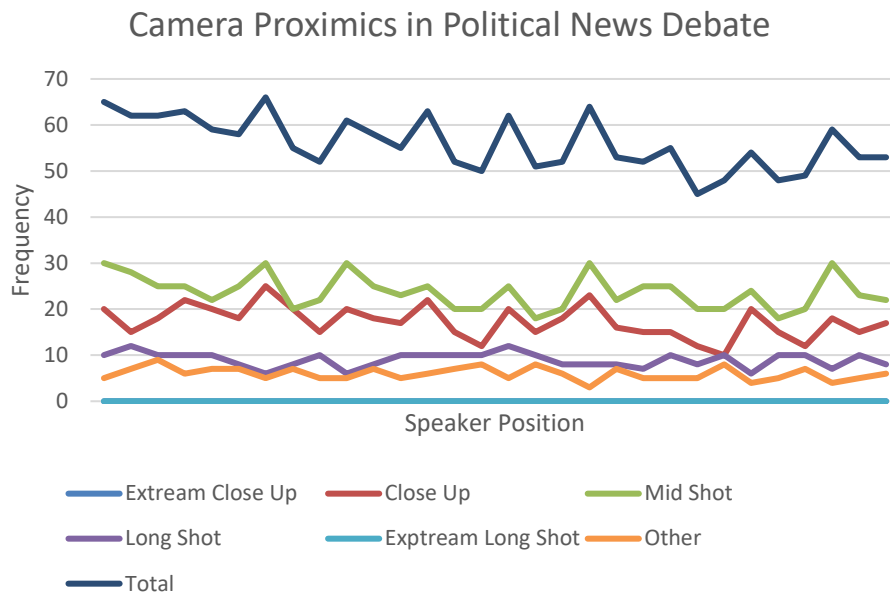


Figure 2: Line curve for the different camera proximics in political news debate programme.

It was found that hosts and politicians on television they seem to like using Close Up. Mid Shot camera angles when they talk about politics. The ten segments illustrated that hosts use a lot of Close Up shots. One segment they used 20 Up shots and 30 Mid Shot shots. This tells us that they want to make the audience feel like they are really connected to what the host's saying.

Politician A also likes to use Up shots, like 15 times in one segment. This makes it seem like they are trying to be friends with the audience and be honest with them.. You never see Extreme Long Shot or Extreme Close-Up Shot when they talk about politics. This is different from types of television shows like dramas.

Hosts do use shots, but not very often. They use them to set the scene like when Politician A and the host each used ten shots in one segment. This shows that they are trying to tell a story in a way that's fair and balanced. Even though people usually use the camera angles it is okay to change them based on who is speaking and what kind of shot they are using. For example Politician B did not use many Close Up shots as other people. Instead they used Mid Shot shots, like ten times in one segment. This might be because they want to keep the audience interested without seeming friendly.

The thing that is important here is that hosts and politicians use the camera to help them get their point across. Hosts like to use shots that will keep the audience engaged while politicians use the shots that they think will help them achieve their goals when they are talking. Politicians use Up shots and Mid Shot shots to make their message stronger and hosts do the same thing. This is what makes political discussions, on television so interesting to watch.

6.0 REGRESSION ANALYSIS

TABLE 3: REGRESSION TABLE FOR THE ANGLE SHOT FROM TABLE OR DATA SET 1

PREDICTOR VARIABLE	COEFFICIENT (B)	STANDARD ERROR	T-VALUE	P-VALUE
Intercept	10.5	2.1	5	<0.001
High Angle	0.3	0.05	6	<0.001
Eye-Level Angle Shot	0.25	0.04	6.25	<0.001
Low Angle	-0.15	0.06	-2.5	0.014
Other	0.1	0.03	3.33	0.001

TABLE 4: REGRESSION TABLE FOR THE ANGLE SHOT FROM TABLE OR DATA SET 2

PREDICTOR VARIABLE	COEFFICIENT (B)	STANDARD ERROR	T-VALUE	P-VALUE
Extreme Close Up	0.05	0.02	2.5	0.013
Close Up	0.2	0.04	5	<0.001

Mid Shot	0.4	0.05	8	<0.001
Long Shot	-0.1	0.04	-2.5	0.014
Extreme Long Shot	-0.05	0.02	-2.5	0.013
Other	0.15	0.03	5	<0.001

The regression analysis table shows us the coefficients and other details for each predictor variable that affects a variable when we talk about politics. The overall model intercept is very significant at than 0.001. This means that when all the predictor variables are zero the dependent variable is 10.5. When look at the shot types Mid Shot has the highest t-value of 8 and the largest positive coefficient of 0.4. This suggests that Mid Shot has an influence on the dependent variable.

It was found that High Angle and Eye-Level Angle Shot are positively correlated with the variable. Their coefficients are 0.3 and 0.25 which shows they are important for storytelling in discussions. Some variables in the analysis have coefficients. This means they have an inverse relationship with the variable. For example Long Shot and Low Angle have coefficients. Long Shot is -0.1 and Low Angle is -0.15. Their p-values are 0.014 which means they might reduce the impact of the subject.

Extreme Long Shot also has a correlation. Its p-value is 0.013 and its effect size is -0.05. On the hand Other from Dataset 1 and Other from Dataset 2 have positive coefficients. They are 0.1 and 0.15. it was found that both of these category are statistically significant at $p < 0.001$.

Some angles make people more engaged while others make them less engaged. The regression analysis table helps us understand how the predictor variables affect the variable, in political discussions. The dependent variable is affected by the predictor variables in a way.

10.0 CONCLUSION AND SUGGESTIONS

It was found that when hosts and politicians on television it was seemed that they use the camera in ways to talk to the audience. When look at ten parts of debates you can see what kinds of camera shots they use. The hosts like to use the camera at eye level and from the distance to make people feel like they are part of the conversation. In one part they used this kind of shot 66 times, which's a lot.

Politician A also liked to use the eye level shot. They used it 40 times in one part. This shows that they were trying to get the audience on their side.. They did not use high angle and low angle shots very much. These kinds of shots can make someone look powerful or weak. They are not what the hosts and politicians are trying to do in these debates.

In the end when you look at how hosts and politicians use the camera you can see that they like to use up and mid-shot perspectives. These kinds of shots are good for showing how someone is feeling and for getting the audience interested. They do not use close-up or very far-away shots very much which suggests that these shots are not what they are trying to do. So it would be an idea for future debates to keep using eye level and mid shots to keep people watching. They could also try using kinds of shots to make the conversation more interesting. If they use kinds of shots it could help people understand what is being said, especially when it is, about something important or emotional.

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