

The **Role Photography** Plays In The **Media**. **Photography** plays a crucial **role** in how we immediately view something. Whether its an ad or promotion, a small blog post, or in today's top headlines of well known **media** outlets. The urgency for quality imagery is one step closer in helping create a world with no labels

Mass communication is a means for diversified mediatechnologiesto reach a large audience. The technologies may vary, in that some are transmitted electronically, some are through print, through digital media, and some through public speaking.

Photography is one of the new media forms that changes perception and changes the structure of society.It is actually leading the digital revolution in media today, especially with the advent of digital photography.

Images play an important role in mass media. Today's generation rely on pictures both to understand a message and to send a message across. When we read a newspaper, for example, we look at the pictures first before reading the text, if at all. Some people just look at the pictures and read the headlines and captions, and move on to the next news story. When browsing a magazine, the images for an article leads us to understand what the article is all about.

An image makes or breaks an advertising campaign as well. If the image chosen is bad, the advertisement is doomed.

Which would you prefer: an image without text, or text without a picture? I am almost certain a great number will choose the first option.Sometimes, we don't really bother with the text anymore, as long as the image was vivid and poignant. If this is the case, should we call on media people to rely on images and leave the text out altogether? It will then be a bigger challenge to the media photographer to create an image that will evoke emotions and provoke thinking so that it can stand alone, free of texts or explanations. The purpose of photo journalism is to allow the photo to tell a story without words which is an ironic approach to journalism. It's difficult to compare images through time with photojournalism because photo journalism is constantly changing and adapting. News evolves all the time. However , when it comes to photography times have changed in ways which effect photojournalism. Photoshop is now very easily

accessible so credibility of photos is an issue. Shocking images found online are difficult to tell if they have been manipulated before being published so images are hard to trust. Where as before the evolution of photoshop , photojournalism was trusted and believed alot more than it is today. Photojournalism is all around us , on tv , internet and newspapers. Some photojournalists are inspired to tell their story as an art form and in this case photoshop is used and accepted.

Photography plays a crucial role in how we immediately view something. Whether its an ad or promotion, a small blog post, or in today's top headlines of well known media outlets. The urgency for quality imagery is one step closer in helping create a world with no labels. Quality does not just mean the skill in achieving some of the techniques of photography but also more importantly the subject and how it's portrayed.

As part of the industry that a tremendous amount of influence to readers, the images we choose is what grabs our attention. It should spark curiosity yet not persuade one's opinion. Photography is still art and very much a conversational component to the words we write, even at the documentary level and how we use it in the media should be treated as such.

The increasing use of Social Media and the rise in new platforms has everyone classified as an amateur photographer so the need for quality photography is as important now than ever.

#### Uses of photography in the media industry

3. Fashion • Photography in the fashion industry helps to promote products like clothes and other fashion items. It is usually used for advertisements and fashion magazines such as Vogue. This style of photography is very popular to all age groups. Photography in the fashion industry is also used to edit out the photos, once edited they become different to the eyes of the people.
1. 4. Landscape • The purpose of landscape photography is to show spaces from around the world. Most of the time it barely shows any human presence because it focuses more on the landscape than it does on human life. Landscape photography is a powerful way to show the beauty of the earth, beauty some people have never seen before. In the 18th century they didn't use any kind of photography because there were no cameras then so what they did was paint it.
2. 5. Portrait • Portrait is the exact opposite of Landscape photography because it shows a lot more human and less more of the world. This captures everything about the subject if analysed carefully it captures the likeness of the subject from their facial expressions. It usually shows the subject looking straight through the camera but that's only one style, within the portrait you don't even need to see

the subjects face. There other styles like of portrait photography such as studio which they use artificial light and are usually in black and white, then there's natural portrait where you take the photo outside with natural lighting depending on the day and the weather and there is also the family portrait. Studio Natural Family

3. 6. Advertising • It's basically used for communicating in the market and is usually used to promote and persuade people to buy their product. It's soul purpose is to make the audience feel like they really need the product. Funny, touching and unusual adverts usually stand out from the rest because they make you feel the need to find out more about it.
4. 7. Photojournalism • Photojournalism is just like journalism the only difference is that in photojournalism is that they have to take pictures in order to create a story. If there is no photo then there is n story or job. The photos are printed into magazines and news papers if the photo doesn't go with the story then there will be many consequences. This photography doesn't need creativity just a good timing.
5. 8. Macro • Macro is similar in a way because it shows the beauty of nature through close up pictures, it shows close up's of insects, leaves and new dew drops on fallen leaves. Because it's so close it shows great details of the subject and often the photo is larger than the actual life-size of the object as it is so close. It doesn't any deep history that date very far back as it takes advanced photographic technology to work.
6. 9. Food • Food photography is a still life specialisation of commercial photography, it's aim is to produce attractive pictures of food for different uses like advertisements, magazines, packaging, menus and cookbooks.
7. 10. Still life • Still life photography is an arrangement of still and lifeless objects, any object will do for still life photography no matter the size or shape.
8. 11. Underwater • Underwater photography is the process of taking a picture while under water. This is usually done while scuba diving but it can also be done while on surface supply, snorkelling, swimming, from a submarine or a remotely operated underwater vehicle or from automated cameras lowered from the surface.
9. 12. Action/Sports • The purpose of this style of photography is to show human achievement. Sports photographers need to have situational awareness. You'll need a lot of skills to be a sports photographer it even includes have to develop your sixth sense to anticipate an exceptional event before it happens.
10. 13. Fine art • Fine art photography is photography created in accordance with the vision of the artist as photographer. Fine art photography stands in contrast to representational photography, such as photojournalism, which provides a documentary visual account of specific subjects and events, literally re-presenting objective reality rather than the subjective intent of the photographer; and commercial photography, the primary focus of which is to advertise products or services.
11. 14. Documentary • Documentary shows exactly what and how our world is like in everyday life at any moment of time. It's similar to photojournalism but the only difference is that it doesn't have to capture news worthy events. No matter what

the picture is, whether its bleak, playful, angering or astounding, they all have a significant purpose in history.