



## **PHOTOGRAPHY VISUAL COMMUNICATION: DIRECT AND INDIRECT IMPACT ON HUMAN COMMUNITIES**

**Prof. Tushar Panke**

*Dr D Y Patil College of Applied Arts & Crafts Akurdi, Pune.*

### **Abstract**

*Photographic- visual communication research is methods both written and verbal has long dominated the communication research; a new range of non-textual strategies is gradually emerging as an alternative and highly versatile way of knowing. Distinctively, participatory visual communications, like drawing, photography, and video, hold the aesthetics of painting which directly impact on reality of world lives, while at the other hand empowering the researchers and capturing real world expressions. Through the process of visual conceptualization, and the reflective photographic communication of the images in the context of their construction, where I tried to out the subject are given an expressive channel to voice their inner stories of human communities, as well as active empowering stake in the research study, because of its playful nature and its lack of interdependence on linguistic proficiency, this research method is especially suitable for work with children and youth across a variety of cultural contexts. There are limited resources available for art researchers wishing to implement a photography curriculum that focus on social integrity. Since the camera is a highly effective communicative tool, photographic communication should be encouraged to communities their understanding and how to make better society through visual images. This research highlights whether it takes photography and its ability to change the visual conception, in which people view the world. The visual communication of photography research is based on contemporary and historical artists, organizations that have used photography to express social Humanities communication. The aim of this researches his to promote photography to administrators, supporters, local communities, and the students.*

**Index Word:** *Photography, visual communication, Communities culture, Visual Art Education*



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## **Introduction**

“Photography is light of Drawing, generated reality of visual world; I am play camera as tool to capture humanity through the medium”.

This study is focus on the basics of communication what the generation needs to know to judge photography communication for social change. During this study I reviewed various types of communication mediums, like verbal, drawings, some poster resources, online gallery, blogs, and discussions with my seniors after analyzing communication is a social and the visual languages in photography, is also one of the communication medium. I created this research for students to know how photography is communicated and its structure to understand origin of photography visual communication, current digitalization issues being used for social change.

## **Objective of Study:**

Photography is a tool of visual communication, Objective of the study is to elaborate communication powers and discuss the verity of artistic medium. Through this research I would like to explore how powerfully photographs are communicate the words which cannot convey orally or in written formats. This photographic study derives its gusto format is who have communicated leitmotifs in social communication studies. Although **around** the world use the photographs through a Camera as tool for communication more social awareness out there promoting the significance of photography as a valid art form. Certainly the vast majority of the people not considered as photography is a communication art. Even while the practice, enjoy, and its own values. Where I think from last few years it is only fast growing communicative tool to react or in the form of visual, actual reality through this medium. Where are limited communicative social resources it's available for artists and educators in general and specifically those who using photography as tool for social communication and there values.

## **Importance of photography Visual Communication**

Photography is an easiest medium that helps people to communicate effectively, what they find beautiful moment and important social messages in their daily life. It's have their own individual ability to communicate small moments of life there time less expressions, reactions which change the artist moods to explore visual communication expression such as joy, sorrow, humility, or wonder. The artist can change through the medium of photographic communication to world and promote changes in the way where others can see. This research is designed to grasp the social activism, already occurring and to use it as inspiration for other people to take action and communicate their own heart loving stories and voice for others.

The photographs on the walls of a person's home or office can communicate a lot about what is important to him and his family behavior. The events often are captured in photos that are preserved long after the people themselves are gone just because of the technology, allowing generations to experience history and its own aesthetics. Photography is a well-established medium for preserving family and cultural histories as well as the photographs will never be the same again, so taking advantage of opportunities to take photos allows for the remembrance of things as they once were. Social media channels are full of people sharing photographs to communicate with others. In fact, some websites and social channels are built to simply allow people to share photos. As is evidenced by award-winning photos seen in the pages of magazines and websites, a photo is able to describe and to move a person to act in ways that words they May not in simple word their nature.

Many people they don't have knowledge how properly use these camera as tools of photography for visual communication. Approaching photography with an artist's views differs from taking a snapshot, anyone can capture a snapshot. But the moment of a tool is the eye of artist who one begins to see and perceive the world differently by the own view, but many do not understand this importance .My goal is to emphasize the significance of uniquely perceiving, which can result on effective communication. Professional photographers often say the main thing is the aim to capture the mood, and everything is in detail. "We continue to find answers to questions we mostly ignore there sense, learn the rhythms of nature and find the soul of man". I focused on the impact of the medium because it is extensively used. People of all ages, races, genders, and ethnicities can participate in this medium. Photographers have used the images to uncovering justices in society, condemn wars, and unveil the dignity of humankind also they can show our culture. I am attending to the issue of social change, as I believe the images communicate what is happening in society. Photography's unique characteristics, to be elaborated on later in this research, set itself up society's principal visual tool. I believe the purpose of a camera is to enable artists see the world from a different advantage point. Correspondingly, social communication involves seeing things from a Different point of view.

### **Who is a communicative photographer?**

The pierced part of capturing images through the camera by the photographer is to be knows how to see and communicate effectively. It is very important to understand this medium and its technology order to support stronger case of photography communication and its education photography reveals multiple definitions also the qualities expressed that "to photograph is simple form, but it expressed more reality. The language of light photographer

always looking for the visual surprise, communicates emotions with intelligence spring from imagination where we can see multiple perspectives. One must look at the history and the criticism photography has received both positive and negative in order to understand photography's importance and how it rapidly progressed into a common, everyday medium enjoyed by people.

Despite the criticism, that photography is not a true fine art in the traditional sense because its captivated by the largest audience and it has most participants across all nations, and all cultures. Photography's neutrality was heavily "interrogated where the mythologies of femininity might be consolidated and engaged". Photography lent itself to manner of political and artistic provocation. Photography inform the art as medium in politics thus women were able to embrace the newer medium, which departed by the shadows of the painting male dominated history. It has ability to excite and expand creative eye for people it's validate for visual arts and culture to use on daily basis by a wide array of people.

Photographer are categorized in several ways, like Amateur and the professional, truly technical also purely artistic educated and uneducated, we can say "an amateur is one who work for happiness. You cannot believed that most of the greatest work is being done by the people they use it as easiest communication medium and for financial reasons. There is illuminated misconception that people classified excellent work as professional, and denote the term in the idea of "immature". The medium of photography has a certain communication lure because it is fast and comprehensive. The communication language is absorbed and read in a host of various methods that are constantly change, now we can say photography is another communicative language.

Early twentieth century believed this point that artist could use way of conventional photography to communicate a fresh awareness. Now we look back to pre-digital age, photography was just way to show material truth while true art is presents the viewer with emotional cerebral truth. Where photography is communicate and express communities behavior. It directly impact on social justice.

As a teacher I am interested in what types of photographic methods and tools are available today to serve as a social platform for social change.

### **Influencing social and personal reforms**

The literature on the history of photography is extensive, few have examined photography's social welfare role, and it has ability to promote social change. It has huge persuasive and propagandistic characteristics in a documentary approach. Newspaper and journals began blending texts and images together to create powerful witness. Institutional

and legislative leaders picked up on the images and the social problems that began to talk after images were created and viewed people conceptualize social problems and injustices based on more empirical data rather than the character of the moral, religious or etc. documentation of the social setting was purely reliant photography factor.

For the photographer and his communication language, is moral and aesthetic challenge to fairly represent subject identity, character, or state of being using a single moment in time for to communicate real world. National Geographic, Discovery channel photographers have iconic status as some of the world's finest photojournalist, they have all conscience. They opt not to venture into the manipulated images; rather they spend time and care getting to know what they need to share with the world before they shoot. They believe that a photograph is given, not taken, and they have a hunger for what is uncertain also for the perfect perspective. Such kind of photojournalist use the camera as the tool to bring back images that communicate the stories and provide better knowledge to the world or we can say they developing social communication.

Photography is used as a way to see an unseen world, to document social issues and to raise public awareness and inspire action. The article "Transformative Photography presented the notion that photography can be used as systematic method that allowed people to be more expressive and independent than words of drawing. Photography has changed the world in which each human operates. It has opportunities to see the new world, new light, where it changes social awareness personal and global view. It is a tool that can easily expressed, create, and vocalize or it can say communicate our ideas.

All kinds of people are utilizing photography to advocate for social inequity and discrimination, not just men. Males, Females, Children, Adolescents, seniors, Adults, People of Color, and People of multi-cultures, professionals, amateurs, and students are all creating photo graphics composition. "A visual message becomes an individual form of aesthetics wealth that enriches our daily lives, which cannot be conveyed in words without great loss". Art Philosopher Scharfstein (2009) believed our curious brains interpret the world symbol around us. The brains need curiosity to probe the world around it curiosity needs the imagination as platform to explore and recall. Imagination, In turn, needs of art, or rather takes a form of art, in order to makes imagine possibilities less fugitive, more tangible, more accessible to exploration, lacking art our imagination would not cumulate or tangible bodies to explore and recall, it would be harder for us to keep our interest alive by entertaining ourselves with any of arts forms.

Photography is a science and an art form combined “explanations of the phenomenological characteristics of photography are rare”. The acceptance of photography as fine arts has been questioned, it stand to be one of the most useful revolutionary, and widely accepted media to this day. As the world grows more digital and thinking travels at new speeds through social networks, a lot of information will be transferred across language boundaries through visual imager’s with-out any word craft.

### **Conclusion**

In conclusion, the review has focused on major conceptual issues in photography, the power of photographs can have in promoting social change, and why people need to be learning photography. To strengthen my knowledge beyond this study I have use some research on this topic, I also referred some blogs, and notes, I personally thankful to Holly B Ballenger Georgia state university and G. Welch school of art to contemplated concepts and theories on photography to enrich my personal understanding of historical and contemporary issues within photography, also I thankful Dr. Vinod Indurakar guidance for Aesthetics (Retd. Tagore Professor & Head Dept. of Fine Arts Rashtrasant Tukadoji Maharaj Nagpur University), Dr. Milind Dhobley (Principal Dr D Y Patil College of Applied Arts & Crafts), Prof. Phototographer - Ravi Gupte Lalit Kala Vibhag Nagpur. Addition of the communication language of the photography has been focused. This document illuminates how artist use photography as a tool for communication in social area for new development.

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