

OCULAR-ELUCIDATION

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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. Digital cameras, camera-phones, photo-blogs and other multipurpose devices seem to promote the use of images a preferred idiom of a new generation of users. 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.

Introduction:

Photography is light of Drawing, generated reality of visual world; I am playing 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 analysing 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.

Different genres of photography:

<i>Low light</i>	<i>Wildlife</i>	<i>Street</i>
<i>Documentary</i>	<i>Landscape</i>	<i>Silhouette</i>
<i>City-scape</i>	<i>Fashion</i>	<i>Fine art</i>
<i>Photo journalism</i>	<i>Advertising</i>	<i>Food</i>
<i>Still life</i>	<i>Portraiture</i>	<i>Under-water</i>

Photography and communication:

Photography is one of the most effective way of communication. All photographs has some

story in them. It has 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 photographical communication to world and promote Changes in the way where others can see. 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. The pierced part of capturing images through the camera by the photographer is to be knows how to see and communicate effectively. It has huge persuasive and propagandistic characteristics in a documentary approach.

Communication through photograph



A top point of view division & the In contrast to its typical architectural pattern.



The hardworking hands of a creator moulding, shaping & craving towards "PERFECTION".

Impacts of photography on communication:

- Communicating experiences with the help of photographs is an integral part of tourist photography
- Use of photography shifted from memory tools to communication tools and from sharing memories to experiences.
- An eminent role is played by the photographer to observe and study the subject properly to use photography for conversation, beer-group building and storytelling.
- Each photograph has a story of its own or a message is conveyed is conveyed.
- This distinctive swing in photography's use also shows up in ethnographic observations of teenage-patterns of taking and managing pictures.

- Communication through photography has become more eminent with the wide use of social media, there are separate platforms to share photographs, and thus the message reaches a views of a huge audience.
- Pictures become more like spoken language as photographs are turning into the new currency for social interaction. Pixeled images, like spoken words, circulate between individuals and groups to establish and reconfirm bonds. Captions form the ‘missing voice’.

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 belearning photography. Here addition of the communicationlanguage of the photography has been focused. This document illuminates how artist use photography as a tool for communication in social area for new development.

