

# Role Of Photography Magazines In Skill Development Of Photography Students

**Sheuli De Sarkar**

**Mohit Kumar**

**Anjali Garg**

Research Scholar, Makhanlal Chaturvedi National  
University of Journalism & Communication, Bhopal

**Abhishek Kaushal**

Ph.D, Makhanlal Chaturvedi National University of  
Journalism & Communication, Bhopal

*Abstract: Photography has gained a lot of popularity in the recent time. Earlier only a few people had access to camera, but with the advancement in technology and increasing supply of low cost equipment, photography has become possible for all those who want to do it. Now days photography is not only limited to a hobby, but has become a full-fledged career option. There are various institutions which have photography as a separate subject. Much before the trend of video tutorials students preferred reading photography magazines and we can even say it was the only source which provided them with a lot of information about photography, camera and all the new equipment which came into market. This study was done, to find out the role of photography magazines in the skill development of the photography students in today's time. The students who were surveyed were all photography students. The researchers also tried to dig out the answer to the reason of the student's choice of the magazine or video tutorials and what all changes could be done in the magazines to make them better and more popular now.*

## I. INTRODUCTION

For a long time, the youth in our country had limited career options. They had no choice but to become an engineer, doctor, lawyer, banker or teacher. These were considered as the only options to pursue a career so as to have a good and settled life. People rarely dared to opt for anything else as a career and go out of the league. But with changing trends and development in almost all the fields many new opportunities have emerged as a career option. Gone are the days when we would have expected a child to say that he/she would grow up to become a doctor or engineer. They now have a variety of options to choose from for a much better and creative future & career.

One such career option, which has become very popular since past few years is photography. With the boom in advertising, media and fashion industry, photography has emerged as a lucrative and thrilling career option for the youth. Earlier photography was considered only as a hobby, but now days it is a full time career options. Be it any field,

photography has become a genuine requirement now days. To promote products, to spread awareness, to preserve any moments forever photographs are useful in all.

Now days many institutions offer a full-time course of photography as well. With the development of digital camera, photography has become easier for many people with the user-friendly interface every one with a DSLR today is a photograph.

For all those people who are very much interested in photography but do not have time or money to take proper classes there are many other ways to learn this art. The two major ways are – Photography magazines and video tutorials. Though most of the people prefer video tutorials, there is still a large number of populations which prefers photography magazines as their guide to the art.

In this digital world the trend of reading books is almost demolishing among the youth, they are more attracted towards the new media and are very much dependent on it, but not all the content that is present on the internet is authentic or

reliable, so books or any written and published content were and will always be the best medium to learn anything.

A magazine is a publication with a paper cover which is issued regularly, usually every week or every month, and which contains articles, stories, photographs and advertisements. A photography magazine is the one which as these things based on photography and photography techniques. It contains photographs of famous photographers and articles written by them sharing their experiences and experiments. It also includes articles on new techniques of photography and gives information about new and upcoming technologies. These magazines even conduct competitions from time to time to keep the readers engaged and to maintain their interest in the magazine.

There are many photography magazines some of the most popular ones are – popular photography, Amateur photography, Better photography, Photography monthly etc.

This study was done to find out, what role does photography plays in the skill development of the photography students, and how many students prefer magazines to video tutorials, which are available on the internet. As this is a census study, which is the study of the entire population, so it was done on the photography students of *Makhanlal Chaturvedi University*.

## II. REVIEW OF LITERATURE

✓ According to *Samantha Warren*, photographic images through their iconic and quasi-representational nature, can communicate participant’s view of their worlds with more primacy than language alone, raising their voice in the dissemination of research. Thus, it is very important for photography students to develop their skills properly, so their communication becomes even clearer.

*Author – Samantha Warren (University of Portsmouth Business School, Portsmouth, UK)*

*Paper Title – Photography and voice in critical qualitative management research*

✓ Photography learning is not as easy as it may seem, because you don’t take a photograph you make one, and for making a moment we need to be clear about what we are doing. As the researcher, *Anke Coumans* said, a photograph is something you fall into. Photographs are moreover ‘apparatus-like’ images (images produced by an apparatus) which gives them a semblance of objectivity. Part of the physical reality through light falls into the apparatus and the photograph is the indexical impression of this. Photographs so much resemble the world as we know it, that we believe to be standing face to face with reality, instead of face to face with a mechanical reproduction. This is the reason why photographs place themselves between people and reality and they make us forget that the image is not reality, but an imprint of it. A photograph is an image, produced by a camera, which is an interpretation of reality, but is understood to be imprint of it. Images embed themselves into our awareness, programme the way we look at the world around us without being aware of this. And to complete the circle,

these images then go on to determine what kind of photographs people are going to make.

*Author – Anke Coumans*

*Paper Title – Photography as Artistic Research Objectives*

- ✓ To study the frequency of students opting for photography magazines.
- ✓ To study the impact of photography magazines on students.
- ✓ To analyse the feedback of students on photography magazines.

## III. METHODOLOGY

This study was done on the photography students of *Makhanlal Chaturvedi University*, Bhopal. A survey tool was used to conduct the study, with a sample size of 45 photography students. Purposive sampling method was used to select the samples of the study. The survey carried total of 11 question, 10 closed ended and 1 open ended.

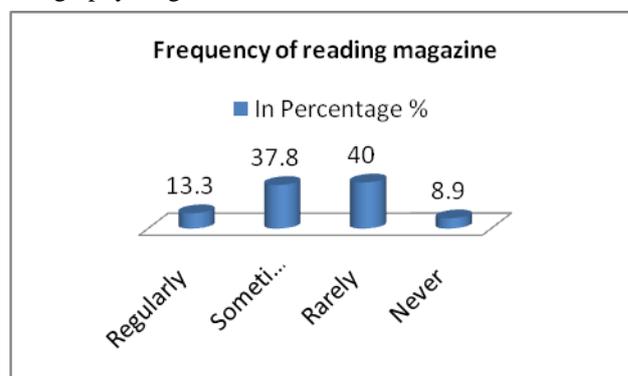
### DATA COLLECTION AND INTERPRETATION

Option	Frequency	Percent
Regularly	6	13.3
Sometimes	17	37.8
<b>Rarely</b>	<b>18</b>	<b>40.0</b>
Never	4	8.9
<b>Total</b>	<b>45</b>	<b>100.0</b>

Table 1: Frequency of reading photography magazines

### INTERPRETATION

From table 1, we can see that, 40% of the respondents rarely read photography magazines, 37.8% sometimes read them, 13.3% of the respondents regularly read photography magazines and 8.9% of the respondents never read photography magazines.



Graph 1

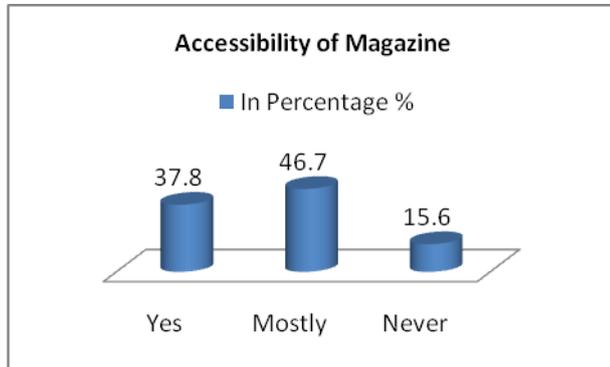
Option	Frequency	Percent
Yes	17	37.8
<b>Mostly</b>	<b>21</b>	<b>46.7</b>
Never	7	15.6

<b>Total</b>	<b>45</b>	<b>100.0</b>
--------------	-----------	--------------

Table 2: Accessibility\_of\_magazine

**INTERPRETATION**

From table 2 it is clear that, 46.7% of the respondent said that mostly the magazines are available, 37.8% said that it is always available and 15.6% said that magazines of their choice are never available.



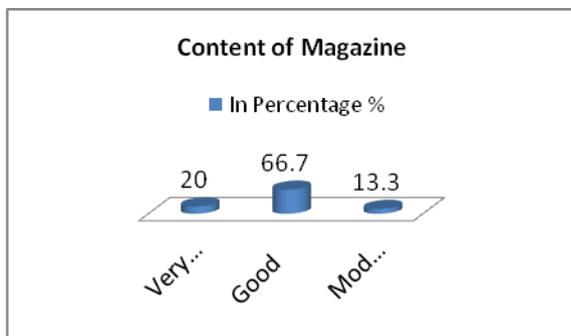
Graph 2

Option	Frequency	Percent
Very Good	9	20.0
<b>Good</b>	<b>30</b>	<b>66.7</b>
Moderate	6	13.3
<b>Total</b>	<b>45</b>	<b>100.0</b>

Table 3: Content\_of\_magazine

**INTERPRETATION**

66.7% of the respondents said that, the content of the magazine is good, 20% said that the contents are very good and 13.3% said that it is moderate.



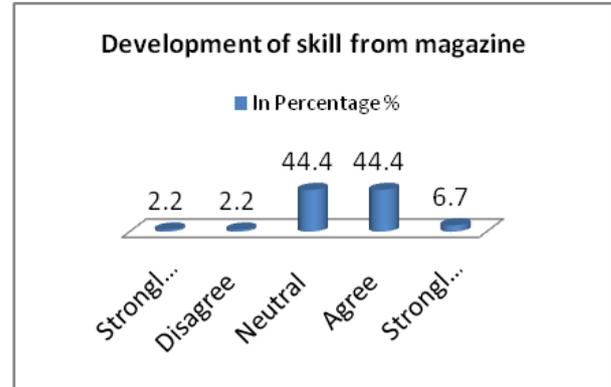
Graph 3

Option	Frequency	Percent
Strongly Disagree	1	2.2
Disagree	1	2.2
<b>Neutral</b>	<b>20</b>	<b>44.4</b>
<b>Agree</b>	<b>20</b>	<b>44.4</b>
Strongly Agree	3	6.7
<b>Total</b>	<b>45</b>	<b>100.0</b>

Table 4: Development\_of\_skill\_from\_magazine

**INTERPRETATION**

From the above table, it can be said that, 44.4% of the respondent agreed that photography magazines help in skill development, and 44.4% were neutral on this, 6.7% strongly disagreed to it, 2.2% disagreed and 2.2% strongly disagreed to this.



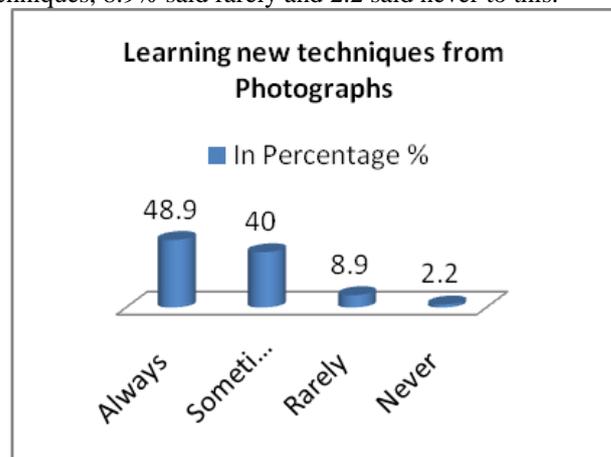
Graph 4

Option	Frequency	Percent
<b>Always</b>	<b>22</b>	<b>48.9</b>
Sometimes	18	40.0
Rarely	4	8.9
Never	1	2.2
<b>Total</b>	<b>45</b>	<b>100.0</b>

Table 5: Learning\_new\_techniques\_from\_magazines

**INTERPRETATION**

48.9% of the respondents said that, they photography magazines always help them to learn new techniques, 40% said that the magazines sometimes help them to learn new techniques, 8.9% said rarely and 2.2 said never to this.



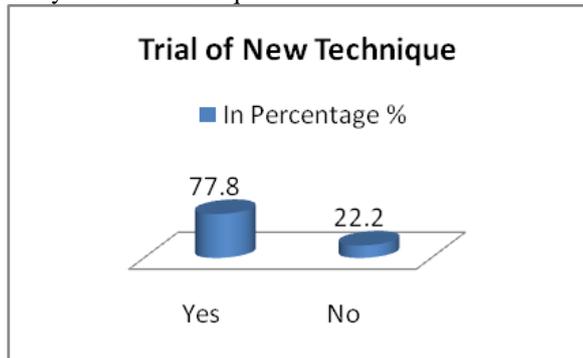
Graph 5

Option	Frequency	Percent
<b>Yes</b>	<b>35</b>	<b>77.8</b>
No	10	22.2
<b>Total</b>	<b>45</b>	<b>100.0</b>

Table 6: Trial\_of\_new\_technique

INTERPRETATION

According to table 6, 77.8% of the respondents try the new techniques that they learn from the magazines, and 22.2% do not try the new techniques.



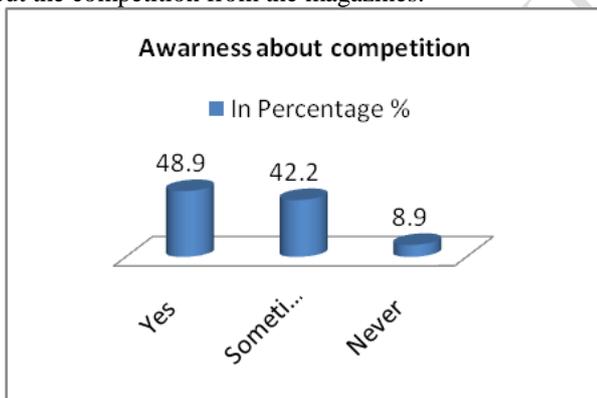
Graph 6

Option	Frequency	Percent
<b>Always</b>	<b>22</b>	<b>48.9</b>
Sometimes	19	42.2
Never	4	8.9
<b>Total</b>	<b>45</b>	<b>100.0</b>

Table 7: Awareness\_about\_competition

INTERPRETATION

48.9% of the respondents said that the, the magazines help them to get aware about the photography competitions, 42.2% said they sometimes get to know about the competition from the magazines and 8.9% said that they never get to know about the competition from the magazines.



Graph 7

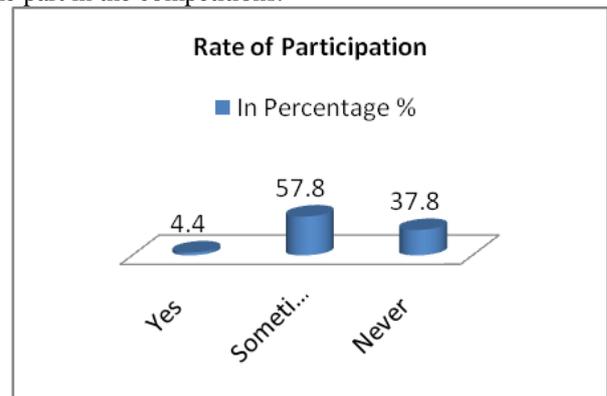
Option	Frequency	Percent
Always	2	4.4
<b>Sometimes</b>	<b>26</b>	<b>57.8</b>
Never	17	37.8
<b>Total</b>	<b>45</b>	<b>100.0</b>

Table 8: Rate\_of\_participation

INTERPRETATION

57.8 % of the respondents sometimes take part in the competition they get to know from the magazines, 37.8%

never take part in them and only 4.4% respondents always take part in the competitions.



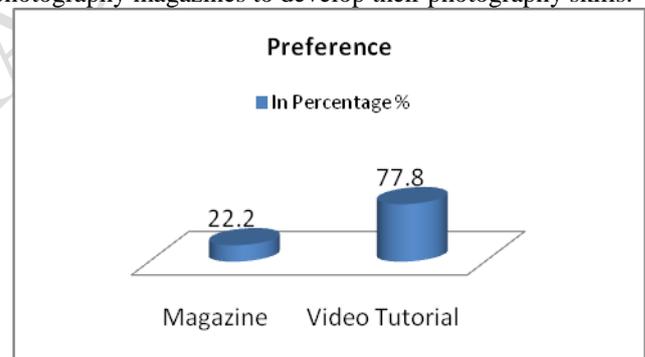
Graph 8

Option	Frequency	Percent
Magazine	10	22.2
<b>Video Tutorial</b>	<b>35</b>	<b>77.8</b>
<b>Total</b>	<b>45</b>	<b>100.0</b>

Table 9: Preference

INTERPRETATION

From table it is clear that, 77.8% of the respondents prefer video tutorials to learn photography and only 22.2% prefer photography magazines to develop their photography skills.



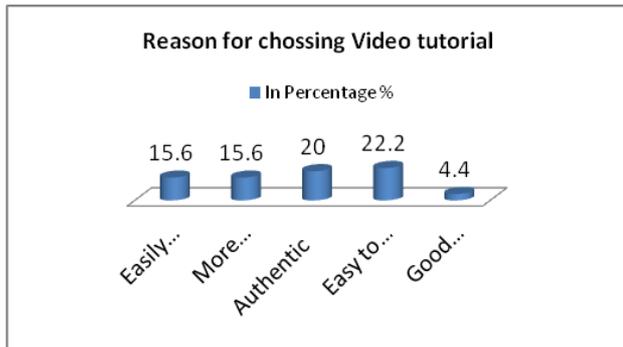
Graph 9

Option	Frequency	Percent
Easily Accessible	7	15.6
More Features	7	15.6
Authentic	9	20.0
<b>Easy to understand</b>	<b>10</b>	<b>22.2</b>
Good Content	2	4.4
<b>Total</b>	<b>35</b>	<b>77.8</b>

Table 10: Reason for choosing Video tutorials

INTERPRETATION

Respondents who said that they prefer video tutorials gave the reasons for it as following – 22.2% said that the video tutorials are easy to understand, 20% said that they are authentic, 15.6% said they are easily accessible, other 15.6% said that they have more features and the rest 4.4% said that they have good content.



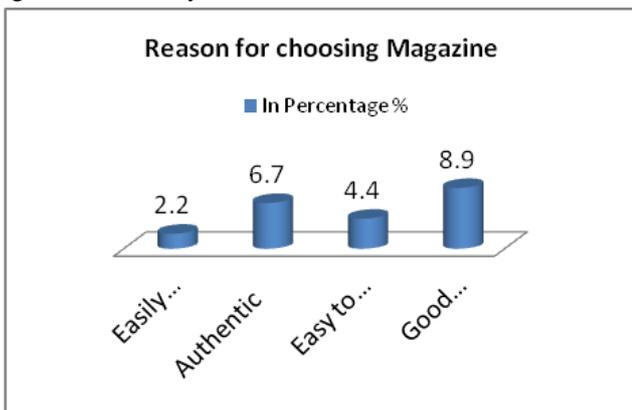
Graph 10

Option	Frequency	Percent
Easily Accessible	1	2.2
Authentic	3	6.7
Easy to understand	2	4.4
<b>Good Content</b>	<b>4</b>	<b>8.9</b>
<b>Total</b>	<b>10</b>	<b>22.2</b>

Table 11: Reason for choosing Magazine

INTERPRETATION

Those respondents who said that they prefer magazines, gave the following reasons – 8.9% said that magazines have good contents, 6.7% said that they are authentic, 4.4% said that they are easy to understand and only 2.2% said that the magazines are easily accessible.



Graph 11

IV. FINDINGS

- ✓ It was seen from the study that most of the photography students rarely prefer to read photography magazines, a very few numbers of students said that they regularly read photography magazines.
- ✓ Maximum number of students feels that the content of the magazines is just good.
- ✓ The number of students who agreed that the magazines help in skill development and the number of students who are neutral on this are same.
- ✓ Maximum of the students said that they learn new techniques from these magazines and most of the students try those new techniques in real.

- ✓ Most of the students said that they get awareness about the competitions from these magazines, but most of the students only sometimes prefer to participate in those competitions a very few of them always participate in those competitions.
- ✓ Almost all the students prefer video tutorials over photography magazines for their skill development mostly because they feel that the video tutorials are easy to understand.
- ✓ Only 10 students out of 45 said that they prefer photography magazines because they think it is more authentic.

V. CONCLUSION

The study was done to find out what role does photography magazines play in the skill development of photography students. After the completion of the researcher it can be concluded that students now a days very rarely opt for photography magazines they are more inclined towards video tutorials for their skill development in the field of photography. The main reason for this is that the video tutorials offer a much better practical approach and also in it the students can see the results instantly as the instructor in the video are doing what they are teaching.

Today the youth is very much dependent on technology and this can also be a reason for them to prefer the videos over print material. Those who said that they regularly read photography magazines were very few. The youth today are more inclined towards the new media, and are dependent on the internet for almost everything. Be it any subject they are more interested in studying online articles than referring to books from library. This may not be always a good thing as we cannot say with surety that how authentic is the data on the internet, whereas the content of the text book can be said to be 95% authentic. But just like every other thing text book culture is also ending. Thus, it can be said the photography magazines are not helping much in the skill development as most of the students do not prefer them much.

REFERENCES

- [1] Coumans, A. (2013). Photography as artistic research. Triennial of Marmara University.
- [2] Warren, S. (2005). Photography and voice in critical qualitative management research. Auditing & Accountability Journal, 18(6).
- [3] 5 elements of composition in photography. (n.d.). Retrieved 08 20, 2018, from digital-photography-school.com: <https://digital-photography-school.com/5-elements-of-composition-in-photography>
- [4] 6 elements of design for striking photographs. (n.d.). Retrieved 08 21, 2018, from photography.tutsplus.com: <https://photography.tutsplus.com/tutorials/6-elements-of-design-for-striking-photographs--photo-2574>
- [5] 7 basic elements of photography. (n.d.). Retrieved 08 21, 2018, from [www.techwalla.com](http://www.techwalla.com):

<https://www.techwalla.com/articles/7-basic-elements-of-photography>

IJIRAS